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Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 1755

Index to 1951 NEWSLETTERS and Supplements

Index to Television Digest, 1951: Volume 7

References are grouped into three major categories: General (pages 1-5), Manufacturers & Merchandisers (pages 5-6), Supplements (page 1). Index attempts to cover only items considered to be of more than passing interest. Reference numbers following each item designate issue of Newsletter in which item appeared. If number is followed by a small "n," article referred to was a note printed in small (8-pt.) type; all other references are to articles printed in typewriter type.

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References are to issues of *Television Digest* with articles pertaining to documents

Directories

Semi-Annual TV Factbooks of Jan. 15 and July 15; with weekly Addenda reporting current FCC grants, applications, etc.

Annual AM-FM Directory of Jan. 1; with weekly Addenda reporting current FCC decisions, applications, etc. Listings of all AM-FM stations by states and frequencies, all applications by states and frequencies, call letter lists, etc. (Includes other North American stations.)

Numbered Supplements

No. 56C: Personnel List of the FCC. (Vol. 7:50).

No. 72, 72A, 72B, 72C: Comments and Oppositions on Proposed TV Allocations. (Vol. 7:19).

No. 73: Agenda for FCC's Allocations Proceedings. City-by-city deadline for written comments. (Vol. 7:30).

No. 74: FCC Authorizes Temporary TV Power Increases. Full text. (Vol. 7:30).

No. 75: NTSC Color Field Test Specifications. Technical details of signal to be tested during forthcoming months. (Vol. 7:48).

No. 76: Code of Practices for Television Broadcasters. Full Text as adopted by NARTB, including procedures relating to administration, hearings, decisions. (Vol. 7:49).

Special Supplements and Reports

Conserving Critical Materials—Two Approaches. Reports on materials conservation programs of RCA and Philco. (Vol. 7:8.)

Proposed VHF-UHF Rules, Standards & Allocations. Full text, as issued by FCC March 22, with table of TV channel assignments to states and cities in United States & Possessions, Canada and Mexico. (Vol. 7:12.)

"Outlook for Radio"—Reprint from May 20 'New York Times.' (Vol. 7:21.)

U. S. Supreme Court Upholds FCC Choice of CBS Color. Full text of May 28 decision, including separate opinion of Justice Frankfurter. (Vol. 7:22.)

"Electronics Production for Defense." Salient excerpts from address by RTMA President Glen McDaniel before Western IRE Convention and Pacific Electronics Exhibit, San Francisco, Aug. 23. (Vol. 7:34.)

Commissioner Walker Sounds a Warning on program excesses by telecasters and broadcasters. Excerpts from address by FCC Commissioner Paul A. Walker before Board of National Council of Churches of Christ in U. S., New York, Oct. 2. (Vol. 7:40.)

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Television Digest

WITH AM FM REPORTS

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HANDY INDEX TO TV NEWS OF 1950: Index to our 1950 Newsletters, Supplements, etc., included herewith, should be valuable aid in tracking down major events, trends, facts, dates, as chronicled by Television Digest during the momentous year just past. We found it impracticable to catalog everything we published -- but the important items are pin-pointed for you. Use of this Index, of course, presupposes you have maintained your file of 1950 Newsletters and Supplements (Vol. 6:1-to-52).

Note: Going into the mails next week, to full-service subscribers only, is our new 1951 AM-FM Directory -- listing all North American broadcasting stations, CPs, applications, etc., with facilities, by countries, states & cities; by frequencies, and by call letters. In about week, we'll also mail our TV Factbook No. 12 which, like the AM-FM Directory, will start new series of weekly Addenda reporting FCC decisions, changes, etc.

MATERIALS SCARCE, BUT NOT KNOW-HOW: Miracles of production ingenuity -- almost too good to be true, frankly -- were revealed this week. Claims we've heard, if fully realized, could mean continued high TV-radio production despite serious shortages of the most critical materials.

First was disclosure by Philco president Wm. Balderston, at Chicago distributors convention, that engineering-research v.p. Leslie Woods and his engineers have developed a TV receiver which uses:

25% less copper, 85% less cobalt, 85% less nickel, 25% less aluminum, and 67% less silicon steel.

Production of this set by March can be achieved if necessary, he stated.

Exact nature of set wasn't given -- size, performance, whether other scarce materials are used, ease or difficulty of production, etc. -- but Mr. Balderston did say that goal of company's "Material Conservation Program," started months ago with govt. blessing, was to "find ways and means of reducing or eliminating use of scarce materials in all our products without in any way affecting our quality."

* * * *

Then, new electrostatic picture tube was reported "ready for production" by RCA. It requires no cobalt at all, uses neither cobalt-containing alnico focus magnet nor even copper-consuming focus coil. This new tube, alone, could reduce amount of cobalt used in sets by 75%-85%.

Tube is said to be slightly bulkier than standard tubes, but apparently not enough to require cabinet changes. First unit will be 17-in. rectangular, but shouldn't be confused with 17-in. RCA has been shipping. Good guess is that similar tube contributes to Philco's spectacular savings, since engineers have talked about electrostatic focusing (really an old principle) ever since cobalt shortage loomed.

But another big tube maker is bearish about electrostatic tubes, calling them "dead as a dodo," charging that they "create more problems than they solve" --

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such as circuit changes, longer tube, etc. However, he conceded possibility RCA has made improvements circumventing some disadvantages.

RCA's conservation program started in July, officials say, disclosing two other fruits of developmental work:

(1) Nickel-coated steel strip replacing pure nickel receiving-tube plates (Vol. 6:49). NPA helped RCA obtain steel for this purpose.

(2) Glass, instead of copper, for exhaust tubing in vacuum tubes.

* * * *

Full story on materials conservation is yet to unfold. Since no company has monopoly on ingenuity, we should be hearing about more such tricks of the trade. Still to be indicated, too, is precisely what such savings might mean in terms of receiver production volume.

There's another face to the conservation coin, of course. Sylvania's H. Ward Zimmer puts it simply:

Engineers find substitute, save a critical material. Company tries to get some, finds it on critical list, too. Then, since company hasn't been using any, it has no base period on which to expect an allocation. Company's suppliers have same problem, so engineers' efforts are frustrated.

COMPONENTS SHORTAGES—DANGER SIGNS: Restriction ax fell this week on TV-radio's biggest entity -- and its effects, possibly portentous, were felt immediately.

RCA's component division at Camden, branch of Tube Dept., which makes speakers, coils, yokes, transformers, etc., goes on 4-day week schedule Jan. 8 -- just one week after govt. limitations on nickel, copper and aluminum (Vol. 6:46-52) went into effect. RCA officials say layoffs are virtually certain by end of week unless restrictions are loosened.

Disruption of set production seems inevitable, with stocks of some components whittled down to half-day's supply at RCA.

RCA men went to Washington, told NPA officials: Unless Govt. grants immediate relief from nickel and copper distribution orders, Tube Dept. alone will be forced to lay off 4000 employes -- one-fourth its 16,000-man work force -- during first quarter.

"Excellent reception" by NPA officials gave rise to guarded optimism of RCA executives, who pointed out, however, that any loosening of restrictions will have to come quickly to be much help.

An RCA officer listed shortage stumbling-blocks in this order: (1) nickel, (2) copper, (3) cobalt. He asserted RCA would be "much worse off" if it hadn't inaugurated intensive conservation program last July (see p. 1).

Tube production, highly dependent on nickel, will hold up fairly well this month, RCA says, but real pinch -- and layoffs at Harrison tube plant -- will begin Feb. 1 unless enough material is shaken loose to last until military orders come in.

Here's problem in nutshell, as it relates to tube production: It takes 4 months to train tube production worker. If some must be laid off, they'll take jobs elsewhere. When heavy military electronic production begins, instruction of new untrained workers will consume valuable time, materials -- if workers can be found.

There were many rumors of cutbacks at other plants, but only official announcement came from Crosley which said it has laid off 1000 workers at Cincinnati plant because of shortages -- principally in cobalt, cadmium, copper, steel, nickel. It was not indicated what lines were affected, but Crosley noted that the plant had been manufacturing TV-radios on an overtime basis for several months.

Sylvania fears it may have to cut back its TV receiver output 25-50%, let many workers go unless some relief on critical materials is afforded in next few weeks. TV lines are moving according to schedule at present, and rumors of shutdown of some lines were branded as false by company executives.

"Lead time" -- time lag between order and delivery of raw materials -- is big problem now in scheduling production. In normal times, lead time was about 3 weeks; now it's much shorter in some materials.

HOPES AND DOUBTS FOR FREEZE'S END: End-of-freeze remains clouded, both by FCC's unpredictable hearing and progress of mobilization (Vol. 6:52) -- but everyone wonders whether there's some way to break the ice jam.

Latest proposal, likely to get short shrift, came from Admiral president Ross Siragusa, during distributors' convention in Chicago this week. Said he:

"The freeze...is not only discriminatory but unnecessary. By ending the freeze...and without touching the uhf, our engineers tell us over 100 new stations could be authorized without overlapping interference with present stations."

Then he wrote off FM, urging its vhf spectrum be given over to TV, saying: "FM has never taken hold...The most charitable thing one can say about FM is that it is a dying art. The channels it is pre-empting should be put to real public service without delay by being shifted to TV." (Admiral TV combinations make FM available only on order, at $30 extra.)

These moves would bring TV to 3,000,000 more families, Siragusa estimated. "Uhf," he added, "can be opened later, when all technical problems are worked out."

* * * *

Meanwhile, FCC plans no change in hearing procedures. Educators asked for, and received, week's delay in resumption of their testimony -- from Jan. 15 to 22. Their testimony, plus a few other odds and ends, should wind up general phase of hearing by month's end.

"Mountain of work remains to be done" before freeze can end, Chairman Coy of FCC writes in Variety's Jan. 3 end-of-year issue. He lists steps remaining: specific allocations hearing, Bar Assn. oral argument on legality of fixed allocation, time to reach final decision, time for filing new applications, hearings in many cities. Then he concludes: "Even if near normal conditions prevail, it is doubtful if any stations can go on the air before the first of the next year."

Unless Coy has some shortcuts up his sleeve -- and he indicates none -- he would appear to be as unduly optimistic as ever.

TV-AM-FM STATIONS AS OF JAN. 1, 1951: TV continues locked in freeze, imposed in September 1948 and likely to continue in effect all this year (Vol. 6:52) -- but number of AM outlets grew while FM settled down to a hard core of operating stations.

Only 9 TV stations went on air in 1950, bringing total to 107. They were: WSYR-TV, Syracuse; KEYL, San Antonio; WOI-TV, Ames, Ia.; WHAS-TV, Louisville; WTAR-TV, Norfolk; WJIM-TV, Lansing; WKZO-TV, Kalamazoo; WHBF-TV, Rock Island, Ill.; WSM-TV, Nashville. Three CPs fell by default during year: WRTV, granted New Orleans Times-Picayune; WRTB, Raytheon, Waltham, Mass.; WJAX-TV, City of Jacksonville.

Detailed data on all TV stations in the U.S. and Latin America, plus list of the 373 applications pending, plus allocation tables, directories of TV-radio manufacturers, program syndicators, etc., digests of station rate cards, tabulations of monthly production and sets-in-use figures -- all may be obtained from TV Factbook No. 12, which goes into mails to all of our full TV service subscribers Jan. 13. [Extra copies to subscribers, $2.50.]

Our 1951 AM-FM Directory, which goes out to full-service subscribers next week [extra copies, $7.50], brings to light these pertinent statistics:

(1) AM authorizations reached 2351 at end of 1950 (2199 licenses, 152 CPs), 105 more than the 2246 at end of 1949 (Vol. 6:1). There were 2131 at end of 1948 (Vol. 5:2), 1961 at end of 1947, 1579 at end of 1946, 1056 at end of 1945. Included in AM total are 34 non-commercial stations.

(2) AM applications were squeezed down to 259 for new stations, 207 for changes in facilities, compared with 309 and 224, respectively, year ago. Dropped during 1950 were 17 AM licenses, 30 CPs.

(3) AM stations in other major North American countries didn't change much. Canada has 162 (160 last year), Mexico 276 (273), Cuba 104 (94).

(4) FM grantees continued making up their minds during year. In general, they either got on air and asked FCC for final license papers or quit. Of 706 grantees, 672 are on air (515 licensed, 157 with STAs). At end of 1949, there were

791 grantees, 728 of which were on air. In addition, there are 70 non-commercial FM licensees, many of them 10-watters. Dropped during year were 47 FM licenses, 64 CPs.

(5) FM applications have almost ceased coming in. There are only 8 pending, compared with 38 year ago.

Many FM operators are watching FCC for ruling soon on such life-savers as transitcasting, storecasting, etc. Fate of quite a few hangs on decision.

ELECTRONICS AGENCIES ADD EXECUTIVES: Current reshuffling of defense agencies is accelerating influx of top level business executives to Washington to work with Defense Mobilization Director Charles E. Wilson and Defense Production Administrator Wm. H. Harrison. Among those from electronics taking mobilization assignments are:

W. W. (Wally) Watts, RCA engineering products v.p. on leave, who on Jan. 8 becomes an assistant to Gen. Harrison. He was a Signal Corps colonel during war under Gen. Harrison in procurement and distribution.

Ray C. Ellis, Raytheon v.p., serving part time as special consultant on organization and personnel to Munitions Board chairman John D. Small. Ellis was WPB radio and radar director during World War II.

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Shakeup in govt. defense mobilization agencies is basically administrative --electronics industry continuing to deal with same offices and officials as before:

Electronic Products Division, NPA, directed by John Daley and Donald Parris.

Electronics Division, Munitions Board, headed by Marvin Hobbs.

Under new mobilization setup, Gen. Harrison directs new DPA, similar to old WPB, a policy-making body with some power but not complete authority over military buying, and responsible only to Mr. Wilson as head of ODM.

NPA's policy will be made by DPA, but its functions are same as before. Head is Manly Fleischmann, ex-NPA general counsel, onetime WPB associate general counsel. And Mr. Wilson picked as his general counsel Herbert A. Bergson, center of controversy while prosecuting anti-trust cases as an asst. Attorney General.

Added to staff of NPA Electronic Products Division this week was E. Mac-Donald Nyhen, ex-International Standard Electric (IT&T), onetime member of CBS technical operations staff and wartime Signal Corps lieutenant colonel.

THE RISING COSTS OF TV SPONSORSHIP: CBS's New York flagship WCBS-TV once again tops them all with base hour rate of $3250, one-minute rate of $675, effective Jan. 1. These new record rates come scant 4 months after WCBS-TV posted then highs of $2500 & $525 as of last Sept. 1 (Vol. 6:34). Hourly rate for Class A time (6:30-11 p.m.) compares with all radio's highest of $1350 for sister AM station WCBS.

NBC's New York WNBT went to $3100 on network rate card as of Jan. 1, will probably go even higher on local rate card by Feb. 1; present local rate is $2500, and $500 per spot. DuMont's WABD goes to $2200 & $500 Feb. 1. ABC's WJZ-TV has stuck to $2200 & $500 since last September.

These are by far the highest time rates in TV -- nearest being $1000 & $200 of several Chicago and Philadelphia stations -- justified by the telecasters on the basis of better-than-50% of homes with TVs in metropolitan areas (Vol. 6:51) and on claims of low cost-per-thousand viewers. By same token, if rate of TV set sales in New York area continues even at half-speed, it's conceivable $5000 an hour rate may come within year or two.

New York trend is repeated, though on smaller scale, by nearly all the 107 telecasting stations in operation, whose 1951 rates are generally considerably higher than those of last year (see TV Factbook No. 12). These higher costs, plus increased performer fees forced by new union contract 6 weeks ago (Vol. 6:47), are causing no end of conjecture in TV-radio circles as to where it's leading.

Will sponsors turn away from TV, favor radio and other media? Will subscription-TV (Phonevision) really be needed to bear the admittedly high costs of station operation? It's no secret many an advertiser and agency is wrinkling brows pondering whether the show's worth the price.

Those few who are quitting TV (like Bonafide Mills on NBC-TV, whose talent budget alone went up to $8000 after TVA contract) are quickly replaced by others. Nor do sponsors show any signs of eschewing such favorites as the multi-sponsor "Show of Shows" on NBC-TV even though talent costs went up 15%.

Possibly reassured that TV rate rises will serve as brake on defections from radio to that medium, radio broadcasters meanwhile aren't going to reduce their rates, as demanded. They even see increasing business ahead. This attitude was recognized by NBC, which dropped rate-cut plan, cancelled proposed Jan. 10 meeting with radio affiliates in TV cities -- intended to persuade them to cut night radio rates because of TV inroads on listenership (Vol. 6:50). Almost to a station, affiliates opposed move, asserting:

(1) Radio rate cuts are untimely and unwarranted. Network radio continues to offer values greater than competing media. (2) Recent changes in national economic picture indicate these values will increase in period ahead. (3) Operating expenses of radio continue to rise.

COLOR STILL GOOD CONVERSATION PIECE: Color TV still gets considerable attention -- probably will continue to do so as long as the publicity mills grind and there's even remote possibility some CBS-type sets might be built.

Congressional hearing on color was asked this week by Rep. Dolliver (R-Ia.), who served in World War I Signal Corps. He urged hearing would clear up "misunderstanding and confusion in the public mind." Actually, chances for hearing are considered slim, since Congress has more urgent problems at hand, and since Capitol traditionally abstains from investigations when matters are before courts.

RCA says it will file appeal to Supreme Court "soon" rather than wait full time allowed, following turndown by Chicago 3-judge court (Vol. 6:51). FCC lawyers are cocky about prospects before Supreme Court, one saying: "I predict the Court won't even hear oral argument; it will simply affirm lower court's decision."

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Manufacturers are still "fighting" FCC's adoption of CBS system. Said Admiral's Siragusa, at distributor's meeting in Chicago this week:

"From what I have personally seen [of RCA color], even without allowing for further progress, I haven't a shadow of doubt that if the Supreme Court gives public the opportunity to make final decision, Columbia's system will be flatly rejected."

Philco's president Wm. Balderston, also speaking to his distributors:

"We have done considerable work in this field, and our engineers have made some very substantial contributions to the color TV art. As far as commercial operation is concerned, color TV is apparently in mothballs where it undoubtedly belongs for the present. In the meantime, however, our research staff will continue work, and when color TV comes out of mothballs, I assure you that Philco will be ready."

An "Ad Hoc" color subcommittee of National Television System Committee has been laboring away with idea of pooling all knowledge and coming up with best compatible system to recommend to NTSC. Membership: David Smith, Philco, chairman; T. T. Goldsmith, DuMont; A. V. Loughren, Hazeltine; Elmer Engstrom, RCA; I. J. Kaar, GE. One member reports mobilization seriously cutting in on his staff's efforts. "Men who were on color full-time are now on it only part-time."

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Interesting comments on color, from year-end (Jan. 3) issue of Variety:

Wayne Coy, FCC chairman: "I am confident that the Supreme Court will [sustain the FCC] and that it will dissolve the temporary restraining order issued by the Chicago court...As to the threat of war, I do not wish to speculate here on the preparedness program and the materials allocation problems. However, I think it is obvious that if black-and-white TV is to be regarded as a weapon of war, color TV is many times more powerful."

Sen. Edwin Johnson: "I condemn in no uncertain terms the chortles and gurglings and glee of the manufacturing industry over delay and their well financed propaganda campaign to make it appear that the Commission refuses to look at im-

provements. Neither do I rejoice over their contention that the war mobilization picture makes moot the whole question of color TV progress and its scientific development. Nevertheless, as the electronic industry is brought more and more into defense production, manufacture of radio and TV receivers will be reduced sharply."

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CBS was soothed this week by NPA administrator Wm. Harrison, who wired reply to president Frank Stanton, who feared NPA was about to ban color set production (Vol. 6:51-52). Said Harrison: "NPA has taken no action bearing specifically on color TV, nor is any such action now under consideration."

CBS starts feeding color to Chicago Jan. 10, via coaxial, giving closed-circuit public demonstrations on main floor of Wrigley Bldg. simultaneously with New York showings. Philadelphia demonstrations were stopped Dec. 30.

Network Accounts: Campbell Soup Co. will sponsor *Henry Morgan Show* on NBC-TV, Fri. 9-9:30, starting date not yet set; replaces Bonafide Mills' *Bonny Maid Versatile Varieties* . . . Procter & Gamble Co. Jan. 29 begins sponsorship of Mon.-Fri. 2-2:15 segments of CBS-TV's *Garry Moore Show;* Quaker Oats Jan. 15 starts Tue. & Thu. 2:15-2:30 editions of same program . . . Mutual Benefit Health & Accident Assn. Jan. 21 starts *On the Line with Bob Considine* on NBC-TV, Sun. 2:30-2:45 . . . Derby Foods Inc. (Peter Pan peanut butter) to sponsor *Magic Slate* on NBC-TV, alt. Sun. 5:30-6, starting Jan. 21 . . . U. S. Army & Air Force Recruiting Service Jan. 6 starts sponsorship of 9:30-10 segment of DuMont's *Saturday Night at the Garden* . . . Landers, Frary & Clark (Universal household appliances) Feb. 1 starts *Universal Homemaking* on 23 DuMont stations, Thu. 2-2:15 . . . Conmar Products Corp. (zippers) and Maiden Form Brassiere Co. reported readying alternate week sponsorship of *Theatre of Romance* on ABC-TV, Sat. 11-11:30 a.m. . . . General Mills Jan. 5 started *Live Like a Millionaire* (child talent show) on CBS-TV, alt. Fri. 9:30-10 in lieu of previous programs.

Station Accounts: Sponsored in Los Angeles by Rosefield Packing Co. (Skippy peanut butter) new half-hour production originating at KTTV, titled *You Asked for It,* will be shown on kine-recordings in 22 markets . . . Lewis Food Co. (dog & cat foods) continuing sponsorship of *The Ruggles,* with Charles Ruggles, on KGO-TV, San Francisco; KING-TV, Seattle; KFMB-TV, San Diego; KPHO-TV, Phoenix; with Kraft Food soon placing it on KECA-TV, Los Angeles . . . Melville Shoe Corp. (Thom McAn footwear) has contracted with WPIX for co-sponsorship of 21 Madison Square Garden events, starting Feb. 4, taking Chevrolet spots; other sponsors are Webster Cigars and Standard Brands, with schedule 25% unsold . . . New spot business on WABD, New York, includes Elgin Watch Co., thru J. Walter Thompson; Chase National Bank, thru Hewitt, Ogilvie, Benson & Mather; National Sugar Refining Co., thru Young & Rubicam . . . Among other advertisers currently reported using or planning to use TV: Freemantel Voice Institute Inc. (home study courses in public speaking & singing), thru Moss Associates, N. Y.; Monarch Foods, Chicago, thru Weiss & Geller, Chicago; Standard Oil of Indiana (Red Crown gas), thru McCann-Erickson, Chicago; Manning-Bowman & Co., Meriden, Conn. (portable mixer & coffee maker), thru Foster & Davies Inc., Cleveland; Baray Pharmacal Co. (Swish mouthwash tablets), thru Olian Adv., Chicago; Holeproof Hosiery Co., thru Weiss & Geller, Chicago.

Three elections to v.p. were announced by NBC Jan. 6: John K. Herbert, appointed in November as gen. sales mgr. for radio network; George E. Frey, director of TV network sales; Frederic William Wile Jr., director of TV production.

Personal Notes: William B. Ryan named paid president of new Broadcast Advertising Bureau Inc., at $36,000 yearly salary, effective Feb. 1; he'll continue temporarily as NAB general mgr. to which $25,000 a year post he was appointed last April from general mgr., KFI & KFI-TV, Los Angeles (Vol. 6:16) . . . Ivor Kenway resigns as ABC v.p. to accept temporary appointment as public relations consultant, United Cerebral Palsy Assn. . . . Robert Ewing named TV sales mgr., Oliver Morton, radio sales mgr., NBC Central Div. spot sales dept., in move splitting up sales force in Chicago . . . George E. Sleeper Jr. has resigned as v.p. & chief engineer of Color Television Inc. (CTI), San Francisco . . . Edward Cashman, with Kudner, returns to Foote, Cone & Belding as TV-radio v.p., succeeding Robert Ballin, resigned to join J. Walter Thompson, N. Y. . . . Ralph W. Nimmons promoted to station mgr., WFAA-TV, Dallas; Alex Keese succeeds him as asst. mgr., George K. Utley taking over radio sales . . . Jack Harris, gen. mgr., *Houston Post's* KPRC & KPRC-TV, elected to newspaper's board of directors . . . Ernest Byfield Jr., ex-NBC and Weiss & Geller, joins W. Earl Bothwell Inc. as TV director . . . Jose diDonato, ex-Petry, now TV-radio director of Robert W. Orr Associates . . . Arnold Michaelis elected president of World Video Inc., Richard Lewine succeeding him as executive producer . . . William Van Praag resigns as president, General Business Films and v.p., Television Features Inc. . . . Wm. H. Ensign, veteran network executive, named ABC Eastern radio sales mgr.

"Peak danger period" of TV's impact on other media and activities passed in 1950, researcher Jerry Jordan told convention of College Physical Education Assn. in Philadelphia last week. Reason, he said, was that there probably never again will be such a large portion of TV audience in "novelty" stage (first year) of set ownership. Football attendance in Philadelphia areas was off 11% this year, he said, but he attributed only half of drop to TV. He argued vigorously against banning football telecasts in 1951, saying: "It just doesn't make sense to force a national ban on this area now and never find out whether TV will be helpful or harmful to football after the novelty has worn off." Speech is being published and distributed by RTMA, 1317 F St. NW., Washington.

ABC ordered coast-to-coast TV network facilities from AT&T Dec. 2—first TV network to do so—although hookup isn't scheduled for completion until late 1951. Other networks are expected to follow suit before end of year. New facilities will link Omaha and San Francisco, via Denver and Salt Lake City microwave relay. ABC-TV sales v.p. Fred Thrower predicted "majority of our advertisers will convert from a delayed program basis to live programs" as soon as facilities are available.

FCC Chairman Wayne Coy addresses New York State Publishers Assn. in Buffalo Jan. 16; his subject will be mainly TV.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
January 6, 1951

OPTIMISM IN CHICAGO, TRADE WELL UP: Rugged days are ahead for TV-radio production and trade -- but optimism was prevailing note at distributor conventions this week.

Optimism persists despite the dark news from abroad, tightening Washington controls, rumblings from some factories (see p. 2).

For one thing, this week's trade took decided turn for better. Plentiful TV inventories were reported moving fast enough to hearten the hardest-hitting dealer. Reason wasn't hard to find:

Newspaper headlines about scarcities of raw materials and possible substitutes -- if, indeed, merchandise would be available at all -- have prodded many recalcitrant customers into stores to get that long-deferred TV set. They're even saying they think they'll keep the old car, buy a TV for cash with down payment an auto would require -- and they're buying upper-line models.

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Nor was that optimism dampened by what distributors heard from top factory folk at Chicago conventions this week. Though the common refrain was "defense must come first," they were told things looked right for a good first quarter 1951.

Beyond that, few would venture -- although the always effervescent Jimmy Carmine told Philco distributors that the industry is geared to serve both military and civilian requirements; that, though industry can now only figure ahead "by quarters," he thought Philco distributors could "look to a good 6 months unless things get drastic."

Hence, though many distributors-dealers have complained they're overloaded with inventory, when it came to signing on the line for proffered goods, the distributors signed for all they could get. Word was that neither Admiral nor Motorola met much resistance from distributors at their Chicago signing sessions. Philco, of course, stressed white goods at its Palmer House meets; its TVs came out several weeks ago (Vol. 6:52), as did RCA's (Vol. 6:51).

Admiral astonished everyone by boldly coming out with 35 TV models, only 3 low-end table models being held over from old line and at same prices, plus 12 new radios (for details, see Topics & Trends, p. 10). Motorola has 18 models, all new, prices up $5 to $40 (see Topics & Trends), plus complete new line of auto radios.

Westinghouse, Hallicrafters and Bendix also had new receivers this week, and several dozen more will have them this month -- some displaying at Chicago's American Furniture Mart, Merchandise Mart and hotel showrooms next 2 weeks.

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Defense emergency's impact on civilian economy was main theme of Admiral, Philco, Motorola conventions, each attended by full delegations. Most heartening words we heard came from Philco's president Balderston:

"We have every reason to believe that during this rearmament period we will have a mixed economy, part civilian and part military...We propose to reserve as much of our presently-existing facilities for civilian production as possible and use newly-acquired facilities for defense work. Of course, if at any time the Govt. requires all of our facilities, we will make them available without hesitation.

"On the basis of present govt. planning for the next 18 months, there will be $10 spent on civilian goods and services for every $1 spent for defense production. The productive capacity of this country has increased so much during the last 10 years that experts agree there is sufficient capacity to take on defense program ahead of us and still keep the civilian economy in healthy, vigorous condition."

This view was encouraged by the Washington reports that mobilization chief Charles E. Wilson had stated that, even though we may have to go through a "period

of scarcity," he wanted to "make it crystal clear that it is our intention and hope that it won't be necessary to maintain an economy of scarcity."

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Admiral's Ross Siragusa told some 1000 delegates and guests:

"Barring a complete and wholly unexpected reversal in the international situation, there is no question but what production of hard goods such as TV receivers and appliances will be sharply curtailed during the next few months." But he thought first quarter has enough manpower and materials to maintain production reasonably close to "best rates we reached in third and fourth quarters last year."

Siragusa warned against expecting goods will move without sales effort, said Admiral "looks for business in the first half of 1951 to be a slugging match for the consumer's dollar." But the demand is there, he said -- despite tightening of purse strings, credit controls, and the draft which accelerates marriage rate but actually reduces rate at which new homes are established because the new groom must return to his camp. Nevertheless --

"Not only is TV the most wanted consumer durable on the American market today, but it also has one of the lowest saturations. Only one-third of the families within a 40-mi. radius of the 63 cities [with telecasting] have TV receivers. Many sets are outmoded 7 & 10-in. models, which means that a large replacement market is rapidly building up...The TV market has scarcely been scratched. We will be years reaching the 95% saturation that radio now has."

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Motorola's convention, which we weren't privileged to attend, was told that first quarter TV output would be 20-50% below last two quarters, but company had planned it that way last Sept., has commitments assuring this year's first quarter better than last year's. Fact is, president Paul Galvin reported, the Washington procurement picture is shaping up and "the brains of the country are coming to the forefront, as always." Motorola spokesmen promised "a busy 6 months ahead."

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It may or may not be beginning of a slide -- but fourth December week, which was the full pre-Xmas week ending Dec. 22, showed exceptional drop in output. RTMA projected figures for week show only 169,635 TVs, 301,601 radios, down from preceding week's 203,290 & 351,354 (Vol. 6:52). We're told inventory-taking may account for drop. Fifth and final week figures aren't available at this writing, so that it's impossible to close year's estimates. For first 51 weeks of 1950, however, output adds up to 7,402,724 TVs, 14,186,499 radios.

SHAPE & SIZE OF 1951 PICTURE TUBES: "Tube of 1951" will be 17-in. rectangular unless something drastic happens. Last year's mass item, 16-in. round or rectangular, is well on its way out. Coming up fast is 20-in. rectangular, but 19-in. round will comprise bulk of "big end" of some receiver lines for quite a while. Second quarter may see 21-in. rectangular emerge into sizable production.

That's present outlook, as derived from current production and plans of leading glass and tube makers.

Corning's 17-in. rectangular is now its biggest item, but 20-in. rectangular already comprises some 25% of total bulb production. Demand for 14-in. is quite small, while 10, 12½ & 16-in. rounds are still being made, many for replacement.

American Structural Products Co. (Owens-Illinois' Kimble) is in heavy 17-in. production, still produces 16-in. rectangular for those set-makers who haven't yet built sets to take 17-in. Some 19-in. rectangulars are being turned out, but no great amount. Company is considering 21-in. rectangular, but hasn't yet decided it warrants expensive tooling. Increased demand for 14-in. -- nothing striking -- has been noted.

Neither glass maker is worried about shortages. Glass uses almost no strategic materials, wasn't short during last war. As one official put it: "Set production will be limited by many other materials, but not by glass."

RCA's 17-in. metal-coned rectangular is its principal item, featured in new line (Vol. 6:51). It will continue 16-in. rounds for those manufacturers who need

them. RCA's "big" tube will continue to be 19-in. round, during first quarter at least. Present plans call for 21-in. metal-coned rectangular during second quarter. It may employ electrostatic focusing, because of cobalt shortage (see p. 1).

For 1951 as a whole, biggest tube-maker RCA expects this lineup: 14, 17 & 21-in., all rectangular. They would succeed this year's 12½, 16 & 19, all round.

Pittsburgh Plate, big supplier of face plates for metal-coned tubes, says 16-in. round, which has been its major production item (19-in. close second), will shortly be nosed out by 17-in. rectangular. Company says it has been rushed, since it's only maker of rectangular face plates. One reason for slow emergence of 21-in. metal-coned rectangular, officials say, is lack of capacity for its face plates. Company has sizable expansion program under way, to be completed in spring.

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Basic sizes are foregoing. You can expect a few 24, 28, 30-in., but not many. Big question for everyone, of course, is nature of future public demand. Higher prices, credit controls, etc., tend to accentuate demand for smaller, cheaper sets. But scarce materials, meaning fewer units, encourage manufacturers to push higher-priced sets to keep dollar volume up even if unit production goes down. Ability to judge those two factors is sort of thing that separates the men from the boys in the manufacturing business.

Financial & Trade Notes: In recounting Philco's achievements during 1950—"our greatest year"—president Wm. Balderston told distributors convention in Chicago Jan. 4 that its TV business increased nearly 300% in 1950 over 1949, radio 25%, refrigerators 40%, freezers 20%, air conditioners 50%, ranges 300%, accessories 20%. Even telecasting (WPTZ, Philadelphia) has completed "its second year in the black—very substantially in the black."

Philco sales volume will run about $335,000,000, up 56% from the $215,000,000 of 1949, he reported, and profits will be about $4.18 per share on new split (2-for-1) stock after allowing for normal corporation tax and new excess profits tax. (1949 net earnings were $3.17 a share on 1,678,778 old shares.) Annual dividend rate has been set at $1.60 per share, and special year-end stock dividend of 5% is to be paid Jan. 10. Working capital is up from 1949's $33,700,000 to "well over $40,000,000 as of Jan. 1, 1951." Mr. Balderston noted that an increasing number of Philco distributors have become stockholders.

Pre-Korea, Mr. Balderston stated, Philco had an expansion plan involving $16,000,000 for increased facilities for making ranges, tubes, TV coils and tuners, TV receivers, and a multi-million dollar plan for refrigeration. "Now," he said, "in view of the tremendous demands which the Govt. is placing on us for electronic and radar equipment, we are, of course, revising our expansion program . . . [It] is being restudied and will not be released again until such time as the govt. requirements are more clearly determined."

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Avco's switch from an obscure holding company to a big hard-selling manufacturer of consumer durable goods, all in 5 quick years, is theme of article in January *Fortune* —"Avco's Expanding Universe." Article calls move "almost unique in U. S. corporate history, the more so because no shareholder blood has been spilled along the way." Article goes into personality of top management, structure of company, plans, history. Avco has grown from sales of $53,000,000 and $1,300,000 loss in 1946 to estimated $250,000,000 sales and $14,000,000 net in 1950 —with Crosley Mfg. Div. accounting for $7,500,000 of net. Story gives most space to Crosley, telling how it rose to third place from also-ran position in refrigerators; how Crosley Broadcasting Corp. continues to be big money maker; how its James Shouse ranks No. 3 in Avco, after chairman Victor Emanuel and treasurer Walter Mogensen. Besides Crosley, Avco comprises: New Idea Div. (farm implements); American Central Div. (kitchen cabinets, sinks); Lycoming-Spencer Div. (engines, boilers); New York Shipbuilding (warships); ACF-Brill Motors (streetcars, buses); and newly-purchased Bendix Home Appliances (washing machines).

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Leonard Ashbach's Wilcox-Gay Corp. and wholly-owned Garod Radio Corp., including Majestic Division, reports net sales of $6,077,227 and net profit after taxes of $525,185 from Sept. 1, 1950, date of merger, to Dec. 31, 1950. Both Charlotte, Mich. and Brooklyn plants are currently producing TV-radio receivers as well as military electronic equipment.

Sylvania president Don G. Mitchell reports company's expanded operations will result in better than $150,000,000 sales for 1950, highest ever, and comparing with $102,778,320 in 1949 when net income was $3,502,840.

Magnavox ended 1950 with sales in excess of $40,000,000, of which about $25,000,000 was produced during last 6 months, reports president Frank Freimann.

Aerovox Corp. reveals profit of $1,470,741 ($2.19 per share) on sales of $17,033,000 for first 9 months of 1950. November sales hit new high at $2,400,000.

Cornell-Dubilier reports net income of $1,757,524 ($3.96 per common share) for year ended Sept. 30, 1950 vs. $450,785 (86¢) for 1949 fiscal year.

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CBS has granted options on 7000 shares of Class B stock to president Frank Stanton and 3000 to executive v.p. Joseph H. Ream, purchase price set at $24.75 and expiration date Dec. 8, 1957. At last reports, Mr. Stanton owned 810 Class A shares, Mr. Ream 100.

ABC sold $35,124,625 worth of radio, $6,470,510 worth of TV time during 1950, compared with $42,342,225 & $1,391,991, respectively, during 1949.

Dividends: Stromberg-Carlson, 10% common stock dividend payable Feb. 1 to stock of record Jan. 15; Hoffman Radio, 25¢ payable Jan. 10 to holders of Dec. 27; Howard W. Sams & Co., 10¢ payable Dec. 28 to holders of Dec. 20; Zenith, 50¢ payable Jan. 31 to holders of Jan. 10; Olympic Radio, 25¢ payable Jan. 16 to holders of Jan. 5; Tung-Sol, 25¢ payable Feb. 1 to holders Jan. 15—paid 50¢ last August, $1.25 in November.

Topics & Trends of TV Trade: Admiral bucks trend to fewer models, showing line of 35 TVs and 12 new table radios—only 3 of TVs being carryovers—at opening of distributors convention in Chicago Jan. 4. All TV chassis are virtually same, with 20 receiving tubes, and prices (excise tax included) hold quite close to those last quoted on comparable previous models (Vol. 6:44). In fact, low end of line, the 3 plastic table models carried over, retain same prices, namely, Models 14R12, 14-in., mahogany, $199.95; 16R11, 16-in. ebony, $239.95; 16R12, 16-in. mahogany, $249.95.

Only other table models, both plastic and both new, are 17-in.—17K11, ebony, $269.95; 17K12, mahogany, $279.95. Remainder of Admiral line are all 17 & 20-in., all wood save low-end console, main feature being new gold framing of picture tube to give illusion of bigger picture, and tilted to overcome glare. The line:

TV-only consoles, 17-in.: Model 27K12, plastic, mahogany finish, $299.95; 27K15, modern, open faced, walnut, $339.95; 27K16, same, mahogany, $349.95; 27K17, same, blonde, $359.95; 27K25, modern, half doors, walnut, $369.95; 27K26, same, mahogany, $389.95; 27K27, same, blonde, $409.95; 27K35, traditional, half doors, walnut, $379.95; 27K36, same, mahogany, $399.95; 27K46, period, long doors, mahogany, $419.95.

TV-only consoles, 20-in.: 221K16, semi-modern, open, mahogany, $439.95; 221K35, traditional, half doors, walnut, $469.95; 221K36, same, mahogany, $489.95; 221K26, period, full doors, mahogany, $509.95; 221K28, Provincial, maple with fruitwood finish, full doors, $525.

Combinations are all offered with AM and 3-speed phono, FM optional and obtainable in same cabinets but with added circuit in "Dynamagic" chassis at $30 more. The combinations are topped by three 20-in. receivers called "Tele-Bar" which incorporate a completely equipped built-in bar with shelves, glass racks, storage space, etc. It's offered in mahogany, blonde or silver fox at $845, $895, $895, respectively, and its "publicity" value as a window item is regarded enormous. Admiral's combinations are:

17-in.: 37K15, semi-traditional, 2 half doors, walnut, $449.95; 37K16, same, mahogany, $469.95; 37K27, modern, half doors, blonde, $499.95; 37K35, traditional, 4 doors, walnut, $499.95; 37K36, same, mahogany, $519.95; 37K38, French Provincial, fruitwood finish, $525.

20-in.: 321K35, semi-modern, 2 half doors, walnut, $599.50; 321K36, same, mahogany, $619.50; 321K15, traditional, 4 doors, walnut, $695; 321K16, same, mahogany, $725; 321K27, modern, 2 long doors, blonde, $795; 321K18, period, long doors, fruitwood, $795; 321K46, mahogany Tele-Bar, $845; 321K47, same, blonde, $895; 321K49, same, silver fox, $895.

Admiral's all-new line of radios was predicated, said v.p. Dick Graver, on conviction that "demand will be as strong as 1950, perhaps stronger, due to international news." But no radio consoles were in line, which has five table models at $20, $23, $25, $28 & $30; two clock radios (first for Admiral) at $40 & $45; two table radio-phonographs at $80 & $90; 3 portables (not to be delivered until March) at $30, $33 & $37.

* * * *

Tele-tone moves to Bayway Terminal, Elizabeth, N. J., Jan. 31, but maintains sales offices at present New York address (540 W. 58th St.). New 250,000 sq. ft. plant will employ 2500 people at capacity, will have $1,000,000 worth of equipment, company states.

Featuring Hallicrafters' trade meetings is clever parody on recent acrimonious Halligan-Coy exchange of correspondence on color TV (see Special Report, Vol. 6:44). Verses are sung to tune of *Mr. Gallaher & Mr. Shean.*

Motorola showed all-new 18-set line to distributors Jan. 4 at Congress Hotel, Chicago. Line comprises one 14-in., eleven 17-in., six 20-in., with prices on most sets $10-30 above comparable models in last year's line after price rises last November (Vol. 6:44). Featured item is 20-in. table model with demountable legs at $379.95. Big sales gimmick is concave safety glass, said to reduce reflections by 98%. Motorola officials had distributors holding up lighted matches in darkened auditorium to prove worth of "Glare-Guard" device. Here are the sets (prices include excise tax):

14-in.: 14T3X1, mahogany plastic table, $219.95.

17-in.: 17T3X, mahogany plastic table, $259.95; 17T4, mahogany wood table, $289.95; 17K5, mahogany console, $329.95; 17K6, maple console, different cabinet, $399.95; 17K7, mahogany console, $379.95; 17K7B, blonde console, $399.95; 17F6, mahogany console, AM-FM-phono, $529.95; 17F6B, blonde console, AM-FM-phono, $549.95; 17F7B, blonde console, AM-FM-phono, different cabinet, $579.95; 17F8, mahogany console, AM-FM-phono, different cabinet, $579.95; 17F9, mahogany console, AM-FM-phono, different cabinet, $499.95.

20-in.: 20T1, mahogany table (demountable legs), $379.95; 20T1B, blonde table (demountable legs), $399.95; 20K1, mahogany console, $429.95; 20K1B, blonde console, $449.95; 20K2, mahogany console, different cabinet, $489.95; 20F2, mahogany console, AM-FM-phono, $700.

* * * *

Westinghouse showed new line of 7 sets, plus 3 held over from 1950 line, to Jan. 5 distributors meeting at Chicago's Blackstone Hotel. Sets averaged $20-$90 more than comparable models after last price hike (Vol. 6:42). Here are the sets:

16-in. rect.: 643K16, mahogany console, $375.

17-in. rect.: 635T17 (Dorset), plastic mahogany table, $259.95; 640T17 (Andover), wood mahogany table, $279.95; 639T17 (Fenway), wood blonde table, $299.95; 641K17 (Brentwood), mahogany console, $369.95; 646K17 (Shelton), mahogany console, half doors, $399.95; 647K17 (Warwick), blonde console, half doors, $425; 633C17 (Manorcrest), mahogany console, AM-FM-phono, $535; 634C17 (Lansdowne), blonde, AM-FM-phono, $560.

20-in.: 642K20 (Stratton), mahog. console, doors, $495.

Westinghouse holds next meeting Jan. 12 at New York's Barbizon Plaza; Jan. 27 at Western Furniture Mart, San Francisco.

* * * *

Bendix's 1951 line consists of 6 sets—2 carried over from last year with $20 price increases. Sets, which include excise tax, are: 17-in.: T170, plactic table, $239.95; 2070, mahogany wood table, $279.95; C174, mahogany console, $299.95; 7001, mahogany console, doors, $339.95; C172, mahogany console, doors, French Provincial, $399.95. Models 2070 and 7001 were introduced last October (Vol. 6:43). 20-in.: C200, mahogany console, doors, $479.95.

Despite fact that TV excise tax was collected for first time, Govt. received $532,000 less in 10% manufacturers' taxes on civilian electronic equipment and components in November ($5,359,960) than in October ($5,892,095). This is mainly because manufacturers have until Dec. 30 to file November's tax, so large majority of TV tax collections won't be reflected until December figures are released. Figure for November 1949 was $3,139,966.

Tele King chairman Louis I. Pokrass was reported in Jan. 5 dispatch from St. Thomas, Virgin Islands, as announcing his company has organized corporation there to make TV-radio receivers and other electronic devices.

No new Majestic sets for 1951, president Leonard Ashbach announces. Present line carries over unchanged.

New advertising standards have been added by National Better Business Bureau—result of first ad run by American Television Dealers & Mfrs. which roused storm of disapproval when it appeared pre-Xmas (Vol. 6:47). BBB says copy theme of ad was scoffed at by psychiatrists, condemned by educators, found to be more offensive to more persons than any previous published advertising known to the Bureau. New BBB "commandments" are that advertising should not: (1) Undermine child-parent relations. (2) Imply neglect of family responsibilities, or that failure to buy a product contributes to maladjustments. (3) Make use of inaccurate assumptions regarding psychological problems. (4) Use themes tending to upset stability, unity of family life. (5) Be used irresponsibly.

Appliance manufacturers are cutting back production under shortage blow. Westinghouse laid off 350 workers in Springfield, Mass., plant (refrigerator units, vacuum cleaners, milk coolers, fans). GE's vacuum cleaner division discharged 60 workers because of aluminum and other shortages. Apex Manufacturing (vacuum cleaners, washers) has laid off 200 men, 7% of working force. Frigidaire said it will have to lay off 500 temporary employes at Dayton plant next week.

Plant expansions: Utility Electronics Corp., engaged entirely in govt. contract work, has leased 90,000 sq. ft. of factory space at 900 Passaic St., Newark, tripling its present area at 240 Passaic St. . . . Stewart-Warner during March transferring Chicago TV-radio manufacturing operations to new 100,000 sq. ft. factory (former Apex Paper Box Co. plant) on city's west side, housing all division's 1500 employes . . . GE buys 5 buildings, 3 one-story warehouses at Hudson Falls, N. Y., from Union Bag & Paper Corp., will use them for manufacture of capacitors.

November retail TV-radio sales plunged 26% below October in independent stores in 45 cities of more than 100,000 population, Commerce Dept. survey shows—graphically illustrating effect of Regulation W, combined with excise tax and color confusion. Sales were 8% below November 1949 figure, with first 11 months' sales 27% higher than same 1949 period.

———■———

Trade Personals: John A. Kuneau, ex-J. Walter Thompson v.p. handling Eastman and Ford accounts, named Philco director of public relations, taking over part of duties of v.p. Courtnay Pitt . . . H. J. Allemang, senior partner of management consulting firm of Stevenson, Jordan & Harrison, elected Philco v.p. . . . Robert Brown, ex-Philco & RCA, new Capehart-Farnsworth director of purchases, succeeding E. S. Needler, resigned . . . Verne Roberts, Wilcox-Gay sales mgr., has resigned . . . Lynn Eaton, Andrea sales mgr., given added duty of mobilization director in charge of govt. contracts . . . Herbert Rosengren promoted by DuMont to head newly created cabinet styling dept. . . . A. D. Plamondon III appointed Midwest sales mgr., Indiana Steel Products.

With RCA engineering products v.p. W. W. (Wally) Watts called to staff of DPA chief Gen. Harrison, as of Jan. 8 (see p. 4), it's expected that his department's gen. sales mgr. T. A. (Ted) Smith will take over his duties. This week, RCA Victor v.p.-gen. mgr. Walter A. Buck realigned other top personnel, setting up new mobilization planning dept. to handle govt. relations and production. As of Jan. 1, distribution v.p. Robert A. Seidel became special asst. to Admiral Buck; Harold M. Winters was assigned to Joseph Elliott's staff as director of consumer products distribution; H. V. Somerville joined v.p. L. W. Teegarden's staff as director of technical products distribution; added to duties of v.p. Charles M. Odorizzi was administration of regional offices; Ralston H. Coffin was assigned as director of consumer products advertising, Julius Haber as director of technical products advertising.

Mobilization Notes: Is it secret? Commerce Dept. Jan. 5 set up clearing house to help public "guard voluntarily against release of information which would endanger national security." Commerce Dept. cites examples of questions already submitted to Govt., including this one: "A maker of electronics equipment asked whether a proposed radio broadcast on technological aspects of his products would be a security violation." Inquiries should be addressed to Office of Technical Services, U. S. Dept. of Commerce, Washington 25, D. C. OTS will check them with proper govt. specialists and agencies, then forward answer to inquirer.

Maybe you've never heard of barium carbonate, but—like almost everything else—it's in short supply and NPA is getting ready to slap limitations on its civilian use. Advisory committee from barium carbonate industry blamed shortage on rapid expansion of TV industry. It's used to coat cathodes in almost all electron tubes. For this use there are no known substitutes. It was once used to bind flourescent screens to glass on picture tubes, but was supplanted by other compounds. Large quantities of the chemical were used in munitions during World War II, but Munitions Board spokesmen said formula changes would result in lower military demand.

Defense Minerals Administration has added more than 50 minerals to list covered by anti-hoarding and anti-profiteering provisions of Defense Production Act of 1950 (DMA order No. 1). For the most part they were the raw and ore forms of those materials listed by National Production Authority in similar action last week (Vol. 6:52). Included are iron ores and concentrates, cobalt, nickel, copper, lead, zinc, tungsten, molybdenum, mica, etc. in crude form.

Civil defense communications aids, engineering and equipment will be provided communities by GE through committee headed by marketing manager E. H. Vogel and including representatives of all GE Electronics Dept.'s operating divisions. Named to new post of civil defense planning coordinator was Neal F. Harmon, former sales engineer in Atlanta. Backbone of civil defense communications is expected to be 2-way equipment, which GE proposes to make in former tube plant at Utica, N. Y.

America's civilian air transport system was authorized by NPA Jan. 5 to use "DO" (defense order) top priority ratings to procure equipment, including electronics, for maintenance and expansion of commercial airlines and Federal Airways System (NPA Delegation 6).

Labor relations and the mobilization economy is subject of RTMA's seventh annual Industrial Relations Conference scheduled for Jan. 17-18 at New York's Statler Hotel. Speakers will be Ewan Clague, commissioner of labor statistics, Labor Dept.; William A. Gomberg, management engineering director, International Ladies Garment Workers Union (AFL); Prof. George W. Taylor, U of Pennsylvania.

Hundreds of its technicians are on duty as civilian assistants to military in Korea and 16 other countries throughout world, reports RCA Service Co., through v.p. P. B. Reed, who recently returned from inspection tour of Pacific and Far East bases. He said company now has more men on military work in the field than at any time during World War II.

Govt. procurement and industrial mobilization machinery will come under scrutiny of Senate Small Business Committee in public hearings beginning Jan. 17. Top mobilization officials Charles E. Wilson, Wm. H. Harrison and W. Stuart Symington will be questioned whether National Production Authority regulations are hurting small business and encouraging grey or black markets.

Telecasting Notes: A few headlines and excerpts from 290-page 45th anniversary edition of *Variety* Jan. 3, which more or less set tone of its fulsome treatment of TV: "The TV Winter of Our Discontent. Some Reflections on the New Turbulence That's Gripped Show Business in an Era When 'Radio Is Only Half Destroyed and TV Is Only Half Built' "—by Carroll Carroll . . . "RCA Prexy Envisions Radio's Importance Anew in the 1951 War Effort; Tele's Next Big Advance"—by Frank Folsom . . . "Despite Exhibs' Gripes, the Nation's Leading Theatre Execs Seek to Harness TV" . . . "Television's Senile Celluloid, or Dragging Out Those Old Pix"—by Eugene Burr . . . Now it's official: Soviet Tass News Agency, reporting on American "depravity, decadence, pessimism and escapism from life" in 1950, observes that TV is creating "a new threat to the already low level of culture in the United States" and creating a "generation of imbeciles" . . . *Billboard* reports 4-year contract between Burr Tillstrom and NBC-TV probably makes creator of *Kukla, Fran & Ollie* the highest paid puppeteer in the world—at $10,000 per week first 2 years, $11,000 third year, $12,600 fourth . . . New Television Authority (TVA) wage scale is reported by *Billboard* to have added $2926 to Westinghouse's weekly bill, formerly about $16,000, for *Studio One* on CBS-TV . . . NBC's Los Angeles KNBH shortly will drop a.m. programs, will sign on at 12 noon and run to midnight; it's now operating 9:30-12:30 p.m., silent until 4 . . . CBS fired 3 announcers and 3 engineers of its Chicago AM station WBBM for letting profane remarks of one announcer get out over air during Rose Bowl game station-break . . . *Howdy Doody* has so impressed Wall Street that new firm, Kagran Corp., was formed, bought rights to all names and characters on program from co-owners Martin Stone and Bob Smith; new owner contracted to give NBC exclusive TV rights . . . First winner of Majestic's "Mighty Monarch of the Air" award, based on poll of TV editors, is John Cameron Swayze for his *Camel Caravan* on NBC-TV; monthly awards are backed up by Majestic ads in TV cities . . . Baltimore's 3 TV stations will combine to carry inauguration of Maryland's Governor-elect McKeldin from Annapolis Jan. 10; for WMAR-TV, key station, it's 900th remote telecast . . . WOR-TV, New York, has filed plans with city authorities for 2-story TV studio and office building at Columbus Ave. & 68th St., now parking lot, to replace present studios at 28 W. 68th . . . CBS reports 36 employes, mostly reserves, have gone into military service since Aug. 4 . . . Cincinnati's WLW (Crosley) has completed own studios in Washington's Wardman Park Hotel.

More Jan. 1 rate rises: WLWT, Cincinnati, base hourly rate from $550 to $700, one-minute rate from $70 to $100 (with special new premium $250 rate); WLWC, Columbus, and WLWD, Dayton, $375 to $500 & $50 to $75 (with special new premium $200 rate); WKRC-TV, Cincinnati, $500 to $700 & $65 to $78; WCPO-TV, Cincinnati $500 to $700 & $70 to $77; WTCN-TV, Minneapolis-St. Paul, $500 to $650 & $100 to $130. [For digests of all station rate cards, and full network rate cards, see *TV Factbook No. 12.*]

"Hoffman Plan" isn't the answer, Pacific Coast Conference said in effect Jan. 5 when it banned televising of its 1951 football games. Hoffman plan (Vol. 6:35, 51) guaranteed gate receipts of 30 games telecast last year, but conference commissioner Victor O. Schmidt said "the conference is not so disturbed over financial losses as in the fact of half-filled stadia."

Merrill (Red) Mueller, NBC newsman in San Francisco, recently news chief in London and during war NBC's correspondent with SHAEF, will shortly become personal aide to Gen. Eisenhower, handling public relations. His job, probably as an Army officer, will be comparable to that held by Comdr. Harry Butcher during war.

Jan. 1 sets-in-use reported since NBC Research's "census" of Dec. 1 (Vol. 6:51): Memphis, 70,144, up 5744; Omaha, 56,789, up 8589; Dallas, 56,456, up 4756; Miami, 50,000, up 5000; Fort Worth, 44,088, up 3888; Utica, 33,000, up 2800. Correction: Dec. 1 San Francisco sets-in-use (Vol. 6:51) should have been 127,000, not 147,000 reported.

Ashtabula (O.) Star-Beacon's WICA filed this week for Channel 8 in that city. Owners are R. B. & D. C. Rowley, also publishers of *Conneaut News-Herald, Geneva Free Press, Painesville Telegraph*, all in Ohio.

First week of Phonevision evoked many laudatory comments on Zenith's pay-as-you-look TV. Particularly praised was clarity of pictures, attributed to new prints being used. Public comments were summed up by remarks of Mrs. George M. White, of one of the 300 "guinea pig" families:

"Phonevision beats going to the movies the regular way. We like being able to relax at home while watching the show. I think we would be willing to pay $1 several times each week to see movies this way."

But Zenith itself discounted early viewer enthusiasm. In application to FCC this week, asking for extension of 90-day test to March 31, chief engineer J. E. Brown carefully explains that "little of significance" will be gained first month, since novelty effect will be high. However, after first month, after first bill for service comes in, "test families will tend to become more conservative." Therefore, third month will be "the most significant and dependable" for evaluation purposes.

Each of the 300 test families got booklet for first Jan. 1-6 week, titled *Zenith Presents Phonevision.* It listed pictures and stars, contained also reproductions of advertising previously used for exploitation when pictures were first shown in regular theatres.

Inside front cover contained statement emphasizing that tests are experimental, that FCC had not approved Phonevision commercially, that there was no assurance FCC would approve system. Back cover carries KS2XBS test pattern (Channel 2), with this "sales" message: "Phonevision can bring you the best in low cost home entertainment."

Pictures listed for first week, besides those reported last week (Vol. 6:52), were Eagle-Lion's *Lost Honeymoon*, with Franchot Tone; Warner's *The Unsuspected*, with Joan Caulfield & Claude Rains; Warner's *Silver River*, with Errol Flynn & Ann Sheridan; Paramount's *Dear Ruth*, with William Holden & Joan Caulfield; Paramount's *I Walk Alone*, with Burt Lancaster & Lisbeth Scott.

New York Times Jan. 3 quoted several reactions. Motorola president Paul Galvin said he and his wife were delighted and added: "I think it is an added feature any TV set owner would appreciate and I hope it will be approved by the FCC." CBS Chicago v.p. H. Leslie Atlass said, "It's fine, but I don't think it fits our broadcasting system or that it can be accepted by the FCC."

One father, non-subscriber, complained that his children watched the picture even though it "jiggled." But Zenith says image can be hashed up much worse.

Washington Post editorialized Jan. 1: "TV programs are enormously expensive. This means that sponsors can scarcely afford to cater to minority interests. But, if listeners are willing to pay for programs, they can get what they want. They can get symphony concerts, for example; they can get educational courses by top teachers in their own living rooms; they can get forum discussions . . ."

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TV FACTBOOK No. 12 NOW IN MAILS: Good idea of stature of TV and related industries can be had from these recapitulations of contents of our Television Factbook No. 12, now in mails to all full-service subscribers: 107 telecasting stations with time rates ranging from $195 to $3250 per hour, 4 networks, 5 stations in Latin America, 373 applications for new stations pending (frozen), 98 TV receiver manufacturers, 37 cathode ray tube manufacturers, 10 receiving tube manufacturers, 450 film-program syndicators. These are only part of the contents of 72-page directory, which also includes present and proposed VHF-UHF channel allocations; lists of station sales representatives, research firms, labor unions, etc.; tables of TV-radio receiver production by months since 1946; latest count of TV sets-in-use by areas. Inserted is 34x22-in. map in color, showing TV areas and present projected network interconnections. Cost of extra copies to subscribers is $2.50, to non-subscribers $5.

$3 BILLION TV-RADIO TRADE IN 1950: Recapitulating RTMA's weekly and monthly estimates of TV-radio output during 1950, we come up with grand total of 7,408,690 TV sets, 14,554,972 radios. Accepting these preliminary RTMA figures, we calculate that the factory dollar volume of TV-radio receivers combined was $1,676,852,225 -- meaning retail trade (including installations, service, warranties) of well over $3 billion.

TV receivers accounted for $1,317,635,516 (78.6%) of factory total, radios amounted to $359,216,709 (21.4%). These totals are derived by using average factory sales price of $177.85 per TV set, $24.68 per radio. Factory averages are those for first 10 months of 1950, derived from RCA licensee reports -- probably would be somewhat higher if November-December figures were available.

Interesting facts about 1950 TV-radio production:

(a) One TV was sold for every 2 radios (including table, console, combination, battery, portable and auto radios) -- despite fact telecasting service is as yet available to only 63 areas embracing not much more than half U.S. population.

(b) December was highest production month (5 weeks), accounting for 879,075 TVs, 1,602,055 radios -- final December week (post-Xmas) falling to low of 105,968 TVs, 201,482 radios.

(c) Average factory price of TV table models was $139.49, direct-view consoles $189.50, direct-view TV-radio-phono combinations $271.72.

(d) Though they seemingly have all but disappeared from market, somewhere around 12,000 projection TV sets were sold by factories during year.

(e) Phonographs only, record players, AM-FM-TV apparatus without cabinets amount to rather substantial business, though not usually reported; for first 10 months of 1950, 95,824 such units valued at factory at $16,784,305 were shipped.

(f) Cumulative total of all TV receivers produced since 1946, when industry had its postwar rebirth, can roughly be estimated at about 11,600,000. [For yearly breakdowns, see TV Factbook No. 12.]

Note: Foregoing 1950 unit production figures are subject to revisions by RTMA statistical committee, probably upward.

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JAN 1 0 1951

HOW 'UTILITY' TVs CAN SAVE MATERIALS: Just about every TV manufacturer with a laboratory has a "utility receiver" (Vol. 6:47) in the works -- on drawing boards or ready for production. But, like Philco, which was first to tell about it (Vol. 7:1) no one wants to put out such a set if it can be helped. They say they'd rather cut output first -- and indeed Crosley, Hallicrafters, Motorola, Olympic, among others, have done this already.

But probability that defense requirements may make necessary such materials-conserving receivers has forewarned manufacturers. Their ingenuity has led them to such considerations as these:

(a) Selenium rectifier in lieu of transformer. Selenium rectifiers, still in good supply, are used as voltage doublers. Saving here would be copper and steel. Motorola, Emerson, et al, had transformerless sets several years ago.

(b) Electrostatic cathode ray tube in lieu of present magnetic-types (Vol. 7:1). This saves alnico (aluminum, nickel, cobalt). But circuit changes are necessary, so most want to hold out against electrostatic tube as long as possible. One manufacturing-engineering executive opined answer might be use of electrostatic tube in some sets, continuance of electromagnetic in others. Many early 7 & 8½-in. tubes were electrostatic, so there's plenty of know-how.

(c) Loudspeakers with smaller magnets (Vol. 6:52). This, too, saves alnico.

(d) Reduction in number of tubes. This could be accomplished easily, with set still suitable for metropolitan area viewing (10-20 mi. from transmitter). It would, however, cut down sale of such sets for fringe viewing.

These are the major changes in TV-radio's conservation program. There are others -- elimination of built-in antenna, use of finer gauge wire, for example.

Philco's president Wm. Balderston told Chicago distributor convention last week (Vol. 7:1) how his engineers' efforts make possible a receiver using 85% less cobalt & nickel, 67% less silicon steel, 25% less copper & aluminum.

Note: "Utility" set should not be confused with "austerity" model. Latter would actually be a degraded set; former, theoretically at least, should be not less efficient than present sets.

'MOUNTAIN-TO-MOHAMMED' EASES FREEZE: A sort of "antidote to the freeze" -- limited, to be sure, but possessing intriguing possibilities -- is the "community" receiving antenna. It received strong hypo this week.

Idea is quite simple: High-gain receiving antenna is installed on an elevated point in or near town located in valley or too far away to get good signals (fringe area). Signals are amplified, fed into homes via coaxial.

Nor is idea new: First installation we recall was that in Astoria, Ore., where engineer E. L. Parsons picked up Seattle's KING-TV, 125 miles away (Vol.5:33).

What is new is heavy weight being put behind projects. Philco is giving plan tremendous push, garnering reams of publicity (including big stories in Jan. 3 Wall Street Journal, Jan. 15 Newsweek, etc.) for itself and Philadelphia's Jerrold Electronics Corp. Latter makes the equipment ("Mul-TV"), also used for apartments, which is distributed by both companies.

Philco is publishing brochure giving details of representative installation in Lansford, Pa., 70 miles northwest of Philadelphia. Here's how it worked there:

Four radio dealers and an attorney formed Panther Valley TV Co., cleared matters legal and political, conducted engineering tests, obtained bank loan.

They installed antenna on nearby Summit Hill, fed signals into town (stringing cable on light and phone poles), began signing up subscribers who have choice of all 3 Philadelphia signals at all times. So far, about 100 sets have been connected, with installation charge of $100 plus $3 monthly service charge, at cost of $15,000. Entrepreneurs estimate "reasonable potential" of 750 homes can be hooked up within 6 months, at total expenditure of $30,000. But income would be $75,000 (for installation) plus some $2500 monthly in service charges.

Other towns also equipped: Mahanoy City & Honesdale, Pa.; Bellingham, Wash.

There may be more. Currently being surveyed by Jerrold are Wilkes-Barre & Scranton, Pa.; Palm Springs, Cal.; Olean, N.Y.

FCC is not involved -- in fact gave go-ahead -- because no radio transmissions are employed. State utility commission has said installations aren't public utilities. So legal barriers seem few.

Only 2 catches are suggested at moment, neither vital just now. First, equipment may soon be hard to get, although Jerrold president Milton Shapp is reported saying he has enough parts on hand to insure high production rate through June. Second, when and if new stations start operating, post-freeze, some of them may create intolerable interference and/or eliminate need for special installations. But new stations are long ways off, and re-engineering of community antennas may very well minimize interference.

Intense interest in new service is indicated by towns represented at recent meeting in Harrisburg sponsored by D. & H. Distributing Co. (RCA): Aquashicola, Bowmanstown, Centralia, Mahanoy City, Mauch Chunk, Palmerton, Selinsgrove, Shamokin, St. Clair, Tamaqua, Wilkes-Barre. RCA also has multiple-feed distribution system.

McDANIEL DUE TO BE RTMA PRESIDENT: Looks like presidency of RTMA, $50,000 job, will go to able, personable, 39-year-old attorney Glen McDaniel, RCA v.p. presently attached to staff of Chairman Sarnoff and president Folsom. He made such good impression, while working on industry's case during excess profits bill hearings (Vol. 6:51), that interim president Robert C. Sprague and others working on bill were sold on his qualifications. RTMA reorganization committee headed by Sylvania's Max Balcom takes up matter in few days, then presumably will negotiate with McDaniel, subject to ratification of RTMA board meeting in Chicago Feb. 15.

Mr. McDaniel is a native of Seymour, Tex., a 1932 graduate of Southern Methodist U, 1936 graduate of Columbia Law School. From 1936 to 1942, he was associated with New York law firm of Sullivan & Cromwell. In March 1942 he was named special counsel to then Undersecretary of Navy Forrestal, later that year being commissioned a Navy lieutenant, attached to general counsel of Navy. Promoted to Lieut. Comdr. in 1944, he worked on aircraft procurement in Bureau of Aeronautics, then was transferred to inactive duty and appointed chairman of Navy Board of Contract Appeals. He joined RCA Communications in 1946 as gen. counsel, was elected RCA v.p. in 1948.

PALEY'S GOVT. JOB, COY MAY SHIFT: Rumors were rife on Washington scene this week with respect to new posts for radio VIPs. Out of welter, these facts emerged:

(1) CBS chairman Wm. S. Paley is definitely slated for Presidential appointment as head of new Commission on Metals Resources, similar to recent President's Air Policy Commission, headed by now Secretary of the Air Force Thomas K. Finletter. Sponsored by W. Stuart Symington, head of National Security Resources Board, and Secretary of Interior Oscar Chapman (under whom Bureau of Mines functions), new board will make exhaustive study of strategic metals, needs, substitutes, explorations, etc., and will recommend national policy. Task may take 6 months or more.

(2) FCC Chairman Wayne Coy's associates are freely discussing possibility that, as defense work renders FCC regulatory functions less significant, he will take new govt. post more intimately connected with mobilization. He denies any present intention of resigning, but it's reasonable to expect that in govt. reshuffling he may be ordered to new duties before his FCC term expires June 30. That seems to be basis for persistent reports that he's leaving soon. Meanwhile, he speaks before N.Y. State Publishers Assn. in Buffalo Jan. 16, mainly about TV.

(3) Govt. is going to require services of many more electronic-radio experts and executives, will call top figures to civilian posts as soon as defense agencies are fully organized and duties more definitely oriented. Some may have to serve on $1 a year basis. Preference for industry rather than "New Deal" men is already manifest -- begining with appointments of Wilson, Harrison, et al (Vol, 7:1).

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Rumors of new Govt. communications agency, topping both FCC and Interdepartment Radio Advisory Committee, keep popping up. Each meeting of President Truman's

Communications Policy Board (Vol. 6:4,5,10,33), which met this week, seems to start new ones. But chairman Dr. Irvin Stewart, West Virginia U president and former FCC commissioner, says only this about names mentioned for posts for rumored organizations: "We have not approached any individual for any job for any organization -- and that doesn't even imply we're recommending formation of any new organization." He said report will be handed President Truman Feb. 17, after two more meetings to be held Jan. 26-27 and Feb. 12-13.

EDUCATIONAL TV—HOPES BUT NO PLANS: Educators certainly have stirred up flurry of activity, among telecasters as well as in their own ranks -- regardless of final outcome of their sweeping request for vhf and uhf TV channels (Vol. 6:48-49).

In spite of all the noise, though, cold historical fact remains that, with very few exceptions, educators have made pathetically small use of AM, FM or TV channels they have or had or could have had for the asking.

In TV, Iowa State College's pioneering WOI-TV, only school-owned station, is an outstanding exception -- but it proves no rule.

One immediate question puzzling FCC is: How can a practical allocation plan be devised? Educators promised, through counsel Brig. Gen. Telford Taylor, onetime FCC general counsel, to bring their ambitious but nebulous yearnings down to earth when hearing resumes Jan. 22.

Telecasters finally became apprehensive about lack of opposition to educators' ponderous presentation. NAB, TBA and, unexpectedly, CBS, petitioned FCC for permission to join hearing at resumption. All 3 were let in, presumably will oppose "wide-open" demands of educators for: (1) One vhf channel in each metropolitan center and in each major educational center. (2) 20% of uhf channels, as and when opened up to TV. (3) Shared time on commercial stations in cities where all vhf channels are now preempted.

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Schoolmen are beating drums -- in speeches, articles, letters to editors, broadcasts, interviews, etc. -- gaining considerable support, verbal at least. And the telecasters, made more conscious of their "educational responsibilities," are offering educators all kinds of time, program help, seminars, clinics, etc.

Sympathetic press coverage was garnered by publicity-conscious educators when they revealed monitoring activities conducted this week from New York's Waldorf-Astoria in preparation for hearing. Fifteen women watched all programs on all 7 stations, tabulating types of programs telecast. According to Jan. 11 New York Times, they considered it quite an ordeal, were particularly weary of daytime shows. Monitoring was supervised by Dr. Dallas Smythe, former FCC economist now at U of Illinois, and Dr. Donald Horton, U of Chicago.

Comr. Hennock, schools' standard-bearer, is obviously pleased with hubbub of activity and publicity, but doesn't consider telecasters' current offerings anything but token and temporary. "We don't want any sops," she says.

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Samples of telecaster activity:

NBC-TV plans "Operation Frontal Lobes," v.p. Pat Weaver saying: "We will address ourselves to the problems of selling the American people on the desirability and the necessity of attending the great cultural and informational events of our series." Network plans to take time from one advertiser per night, once per 44-week season, turn it over to fairly high-dome feature.

Detroit's WWJ-TV went to expense of paying coaxial cable tolls to Washington recently, just to give FCC commissioners and other VIPs a sample of its course-for-credit programs from U of Michigan. Some 700 people are now taking regular courses, offered in 20-minute segments of fixed Sunday 1-2 p.m. period.

Philadelphia's WFIL-TV announced that 19 colleges are cooperating with it in daily "University of the Air" comprising regular college courses, started Jan. 2.

Milwaukee's WTMJ-TV was to start Jan. 6 with similar college-course series, tying up with Marquette U, Wisconsin U, and Mt. St. Mary, Milwaukee State Teachers, Downer colleges.

New York's WPIX made flat offer to Board of Education of "facilities and time for the development of a regular educational program schedule."

Baltimore's WBAL-TV showed 2-way telecast, utilizing "split-screen" technique, between studio and classroom, enabling teacher and pupils to see one another.

Baltimore's WAAM has scheduled Feb. 16-17 seminar on "Career Opportunities in TV," with cooperation of several universities and U.S. Office of Education. It's also the staging station for Johns Hopkins' excellent "Science Review" on DuMont.

Many well-established educational programs continue, of course, without any great publicity splashes.

Cynical columnist John Crosby calls spurt of activity on part of the telecasters an attempt to "smother" educators' request for channels of their own.

Network Accounts: General Board of Evangelism of the Methodist Church has approved new interdenominational religious program that will start on ABC-TV March 5, Mon. 11-11:30 p.m.; sponsor will be separate corporation probably called America for Christ Inc. . . . Bonafide Mills Inc. (Bonny Maid floor coverings) Jan. 28 starts unnamed children's variety show on CBS-TV, Sun. 11:30-noon . . . Colgate-Palmolive-Peet Co. will sponsor *Hawkins Falls* on NBC-TV, Mon.-Wed.-Fri. 3-3:15, starting in February; will probably add Tue. & Thu. 3-3:15 shortly after . . . Sam Smith Shoe Corp. (Little Yankee shoes) Feb. 14 starts sponsorship of *Al Gannaway's Half-Pint Party*, Wed. & Fri. 4:45-5 on ABC-TV . . . B. T. Babbitt Inc. (Bab-O cleanser and Swerl Suds) will sponsor *Two Girls Named Smith* on ABC-TV, Sat. 12:30-1, starting Jan. 20 . . . Maiden Form Brassiere Co. Jan. 20 starts *Faith Baldwin Theatre of Romance* on ABC-TV, alt. Sat. 11-11:30 a.m. . . . Rosefield Packing Co. (Skippy peanut butter) Jan. 19 begins *You Asked for It* (kine) on DuMont, Fri. 8:30-9 . . . C. A. Swanson & Sons (poultry & margarine products) Feb. 25 starts sponsorship of first half hour of *Ted Mack Family Hour* on ABC-TV, alt. Sun. 6-6:30.

Station Accounts: At November's end, 4832 different advertisers were using the networks and 98 reporting stations (out of 107 total), according to *Rorabaugh Report on TV Advertising*, which monthly lists network and national regional spot sponsors and their agencies. This was 7.2% more than October, 120% ahead of November 1949. There were 170 network advertisers (ABC 40, CBS 73, DuMont 21, NBC 72), 939 national & regional spot, 3723 local-retail . . . New account on WABD, New York, is Flako Products Corp. (Flakies, Flakorn, Cuplets mixes), sponsoring *Susan Adams Kitchen* Tue. & Fri. 2-2:15, thru Platt-Forbes Inc., N. Y. . . . Socony-Vacuum replaces Studebaker Dealers sponsoring *Televiews of the News* on WPIX Mon.-Wed.-Fri. 7-7:15, John K. M. McCaffery replacing Ed Thorgerson, thru Compton Adv. . . . Special 3-station hookup has been engaged by Keystone Macaroni Mfg. Co. (San Giorgio macaroni products) for *Pietro's Place*, comedy about Italian-American family, Thu. 12-12:30 p.m., thru Lamb & Keen, Philadelphia; stations linked are WPTZ, Philadelphia; WBAL-TV, Baltimore; WGAL-TV, Lancaster . . . Miles Laboratories (Alka-Seltzer, Bactine, Tabcin) started first TV spots this week in 12 markets, thru Wade Adv., Chicago . . . Unusual sponsorship on WGAL-TV, Lancaster, was *Lebanon News Televiews* Jan. 1, prepared by staff of Lebanon (Pa.) News, 25 mi. distant, including interviews with local personalities; it's planned as weekly feature . . . Among other advertisers currently reported using or planning to use TV: Canada Dry Ginger Ale Inc., thru J. M. Mathes Inc., N. Y.; Waitt & Bond Inc. (Blackstone & Yankee cigars), thru Harry B. Cohen Adv., N. Y.; West End Brewing Co. (Utica Club beer & ale), thru Harry B. Cohen Adv., N. Y.; Paramount Citrus Assn., San Fernando, Cal. (Cal-Fame frozen orange juice, etc.), thru Vick Knight Inc., Los Angeles; Fan Tan Gum Corp. (Fan Tan chewing gum), thru Walker & Downing, Pittsburgh; Rival Packing Co. (Rival dog food), thru Charles Silver & Co., Chicago; Leigh Foods Inc., New York (Flamingo frozen juice concentrate), direct; F. W. Evanger (Evanger's Kennel Food), thru Kaufman & Associates Inc., Chicago; International Golf Products (Miracle adjustable golf club), thru Edgar Walter Fischer, Chicago; Howard Stores Corp. (Howard Clothes), thru Peck Adv.

Personal Notes: Brig. Gen. Edward Lyman Munson, USA ret., recently named director of NBC Film Division, appointed director of NBC-TV operations, reporting to v.p. Edward D. Madden . . . Merle S. Jones, gen. mgr. of KNX and CBS Pacific Network, named gen. mgr. of newly acquired KTSL (Vol. 6:52), whose call letters will shortly be changed to KNX-TV; Wilbur S. Edwards, ex-WEEI, Boston, becomes director of KNX and CBS Pacific operations, Charles Glett asst. to Mr. Jones . . . New board of KTTV, *Los Angeles Times*, following purchase of CBS's 49% stock ownership for reported $450,000, will include L. D. Hotchkiss, editor of *Times;* Harry W. Bowers, treas., Times-Mirror Co.; Harrison M. Dunham, KTTV gen. mgr. . . . Wm. Templeton named TV-radio director of Kudner Agency, succeeding Ed Cashman, back with Foote, Cone & Belding . . . John DeMott quits CBS to join Wm. Esty & Co. as supervisory producer of TV-radio commercials; Charles Jelnicki replaces him at CBS-TV in charge of special effects . . . Fred Kilian, ABC-TV program chief in Chicago, elected president of Chicago Television Council, succeeding I. E. Showerman, ex-NBC v.p. now with Free & Peters . . . Clarence Hatch Jr., executive v.p., D. P. Brother & Co., elected 1951 president of Detroit Television Round Table . . . Dean Fitzer, managing director, announces following promotions at WDAF-TV, Kansas City: Bill Bates, station mgr.; Vic Peck, asst. to mgr.; Randall Jessee, program director; Bob Dickhourt, film room supervisor . . . William Shadel, of CBS Washington news staff elected president of Radio Correspondents Assn. Jan. 10, succeeding NBC's Wm. R. McAndrew; he will officiate at annual dinner attended by President Truman and other notables Feb. 3 . . . Douglas H. Humm named TV-radio timebuyer, Charles W. Hoyt Co. . . . Added to expanded TV-radio dept. of Henri, Hurst & McDonald, Chicago: Lee Randon, ex-Ruthrauff & Ryan; David Rogers, ex-RCA; James Conway, ex-CBS.

Named consultants to State Dept. committee, in preparation for August international radio conference in Geneva, Switzerland, were E. K. Jett, former FCC member, now radio director of Baltimore Sunpapers (WMAR-TV), and Haraden Pratt, v.p., American Cable and Radio Corp. FCC chairman Wayne Coy is member of overall policy committee; Comr. E. M. Webster is an alternate. International sessions are for purpose of implementing world-wide allocation adopted in 1947 Atlantic City conference.

Television Digest WITH AM-FM REPORTS
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Trade Report
January 13, 1951

WHOLESALERS URGE REPLACEMENT SURETY: Replacement parts for TVs, radios, appliances -- will they be available during mobilization shortage period ahead? Yes, says NPA informally -- but without spelling out details or taking action.

However, 7-man task group from NPA-appointed Radio, TV & Household Appliance Wholesale Advisory Committee (Vol. 6:51) feels that specific action is due. Meeting in Chicago Jan. 9, group headed by Washington-Baltimore distributor James H. Simon (Motorola TV-radios, GE appliances) urged NPA to take these steps:

(a) Limit distributors' inventories of maintenance and repair parts to normal 120-day supply.

(b) Allow manufacturers exemption from NPA material distribution orders to fill NPA-certified orders for repair and replacement parts, or to make sufficient quantity of replacement parts when discontinuing manufacture of any product.

NO RECESSION IN OUTPUT OR TRADE: "Selective buying" and "price buying" are pat phrases that probably best characterize current TV trade. Distributors of brand-name receivers are taking just about everything the factories will offer, with no assurances of full deliveries. Dealers are becoming more "picky and choosy" and stocking mainly best values. Public is buying on pre-November scale, but mostly low-end-of-the-line -- models up to $300 moving best.

That's the picture today, as it seems to prevail in most areas -- but it's subject to quick change. From Chicago marts, which end this week, word is that most distributor-retail inventories range from moderate to heavy; that prices still trend upwards (see reports on new lines in Topics & Trends); that everyone's still playing by ear on day-to-day basis, hopeful that first quarter production and sales actually are as good as fourth quarter 1950, as some think. Hopeful, too, that Govt. will not slap on price controls and rollbacks, still threatened.

Canvassing the major manufacturers again this week, we find no lengthy shutdowns at any plants, some "interruptions" due to shortages or inventory-taking, some employment rolls down from peak but no large-scale layoffs reported except for Crosley plant in Cincinnati (Vol. 7:1).

As for shortages, they seem to differ at different plants. One factory head calls copper items his No. 1 headache, another says it's receiving tubes, another says something else altogether -- yokes, resistors, etc. All agree that time for components deliveries is decreasing, indicating that some of smaller manufacturers may have already cut back their production because, as one major producer put it, "We're getting some of the stuff that would otherwise go to others."

Military orders show signs of accelerating, but they're miniscule as yet and, even if large orders are placed, full-scale production isn't anticipated before mid-summer. Meanwhile, barring unexpected edicts from Washington, it looks like first 1951 quarter could approach fourth 1950 quarter's approximately 2,445,000 TVs, 4,320,000 radios -- and there are some who think second 1951 quarter, normally light, could run 60-75% of that.

That's wishful thinking, though, which all depends upon (a) whether public continues to buy, regarded likely, and (b) what Washington decrees, at best an uncertain factor leavened by fact that the electronics-wise authorities are frankly eager to keep civilian lines rolling so as to maintain skilled employment rolls.

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Westinghouse's Vale Freeland, director of dept. & furniture store appliance sales, told National Retail Dry Goods Assn. Jan. 9 that the metals shortage is "more critical than most people know" and adjured retailers not to "turn down any offers of carload lots from regular suppliers even if it requires a special program to buy

ahead." By March or April, he thinks, there will be "a great many unsuccessful bidders" for refrigerators, washers, TVs.

In Washington Jan. 9 for conference with NPA Administrator Fleischmann, Indiana Steel Products' A. D. Plamondon Jr., chairman of RTMA Electronics Parts Mobilization Committee, gave as his personal opinion that the industry this quarter can produce about 70% of average 1950 quarter -- or between 1,200,000 and 1,400,000 TVs. Said he: "While amount of raw material which will be available to the industry in the first quarter will be restricted, the ingenuity of the industry can be depended upon to turn out a good proportion of sets and components." He cited Philco president Wm. Balderston's statement quoted in these columns last week (Vol. 7:1).

In press conference at Chicago Merchandise Mart Jan. 9, both Admiral v.p. Richard Graver and Capehart-Farnsworth president Fred Wilson said supply outlook for next 3 months looks "remarkably good" but cautioned that curtailments thereafter could result in a black market in TV-radio receivers. And Westinghouse appliance sales chief T. J. Newcomb saw no shortages for 3 months. Said he: "Our objective is not to cut back anything. It is instead to produce more of both defense and civilian goods. We can't support a war economy without a good civilian economy."

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"Business as usual is out," RCA Victor consumer products v.p. Joe Elliott was scheduled to tell National Appliance & Radio Dealers Assn. at Chicago convention Jan. 15. Elliott urges dealers to prepare for shortages in near future, suggests these trends: (1) Standardization of picture tube sizes. (2) Increased demand for consoles and combination receivers. (3) Concentration on fewer models. He also promises RCA would make every effort to feed replacement market, warns it can only be done through diversion of materials from new production.

Hallicrafters president Wm. J. Halligan, reporting company produced about 220,000 TVs and will show gross sales of about $37,500,000 in 1950, in interview with Retailing Daily Jan. 9 forecast "tough time in 1951" -- with possibility of minor depression beginning in April or May if materials shortages force curtailments. He said retailers must "get used to carrying a normal inventory of one to 2 months supply of merchandise instead of the 2 or 3-day stocks so common when TV was expanding so rapidly."

Admiral booked $100,000,000 worth of orders for TV-radio and white goods for first 1951 quarter during distributors convention last week (Vol. 7:1)—just about double the $53,000,000 contracted in same 1950 period. In announcing this, sales v.p. Wallace C. Johnson said he expected only 70% to 80% of merchandise ordered would be manufactured due to materials shortages, hoped rest could be carried into second quarter. Admiral's 1950 sales totaled more than $230,000,000, approximately 80% TV.

Report of black market in TV receiving and CR tubes comes from National TV Dealers Assn. director Edwin Dempsey who says dealers and repairmen are being victimized by speculators peddling scarce replacement tubes at high prices, offering them in the bulk packages in which tubes are normally sent to set manufacturers. Dempsey suspects tubes may come from stockrooms of small set-makers, is contacting tube manufacturers asking tighter check to assure distribution of their products through normal channels.

January TV production for whole industry should be 500,000 sets, with gradual monthly tapering off thereafter for grand industry total of 3,000,000 sets this year. That's estimate of F. M. (Tod) Sloan, Westinghouse TV-radio division mgr. Sloan made this prediction while showing 1951 Westinghouse TV line (Vol. 7:1) to New York distributors Jan. 12.

November's receiving tube sales, by RTMA members, totaled 39,326,641, just under October's record 40,105,611 (Vol. 6:47). Eleven-month 1950 total was 344,236,998, compared with 198,753,295 for all 1949.

Top 10 TV brands in use in New York area, based on personal March 1949-Nov. 1950 survey of more than 12,500 homes by Advertest Research, New Brunswick, N. J.: RCA 29.2%, Philco 11.4%, DuMont 10.5%, GE 6.5%, Crosley 6.4%, Admiral 5.6%, Emerson 4.9%, Fada 4.7%, Motorola 4.5%, Stromberg-Carlson 2.2%. Altogether, 51 different brands of TVs were found in these homes, remaining 41 accounting for only 14.1%. Ownership by types was: table models 56.1%, consoles 32.8%, consolettes 9.6%, projections 1.5%. Asked if they were satisfied with performance of present sets, 95.6% of top 10 and 93.6% of other 41 replied in affirmative.

Bullfights and jai alai are chief spectacles on XHTV, Mexico City's first and as yet only TV outlet, which is on air only 3 hours nightly. Nevertheless, demand for sets, though costing twice as much as in U. S., has dealers overwhelmed, reports UP. Mexican Govt. recently lifted import ban to permit 10,000 sets from this country. Note: Only other Latin American TV outlets are two in Havana, one each in Rio de Janeiro and Sao Paulo, Brazil (for details, see *TV Factbook No. 12*).

When member went bankrupt, Philadelphia Television Contractors Assn. assumed responsibility for its TV service contracts. Company was Weber's, Bryn Mawr. Its failure led group to plan special fund to guarantee all its members' service contracts. Fund would be amassed by special membership assessment.

National Assn. of Music Merchants (NAMM) has set next board meeting for Statler Hotel, Washington, Feb. 6-7, with directors hosting congressmen at dinner Feb. 5.

Topics & Trends of TV Trade: Paradoxical drop in picture tube prices, while everything else is going up, went through industry this week. Sylvania led off, announcing "close to 5%" reduction on 90% of its output, giving as reason "lower costs resulting from new automatic equipment." Most important drop was in 17-in.—down from $27 to $26 (to manufacturers)—while 20-in. went down from $49.75 to $47.50; 19-in. remains same.

Other tube makers followed rapidly, as they usually do. GE priced 17-in. at $26, as did National Union; latter also reduced 20-in. from $49.75 to $43.75. DuMont has announced no cuts, but indicates it will. RCA says nothing about any new prices, points out that its new 17-in. metal-shell rectangular has been $25 since introduced last month.

Aside from production economies, strong reason behind cuts is simple fact that competition is fierce among tube makers, who have increased from 30 to 37 in last 6 months (see *TV Factbook No. 12* for complete list).

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GE's new TV line is noteworthy for fact that (a) it has no combinations, except that the old 16K1 is still available at $500, or $20 above old price, and (b) all but 3 of the 14 new models are 17-in. rectangulars. Prices average $10 to $135 more than comparable models in 1950 lines.

Two 20-in. models will go into production later this quarter: 20C150, mahogany console, $575; 20C151, blonde, $595. One 24-in. model, 24C101, mahogany console with doors at $775, is due for March production. Remainder of line, all 17-in. (prices include excise tax):

Model 17T1, cordovan lacquer finish table, $269.95; 17T2, mahogany table, $289.95; 17T3, blonde table, $299.95; 17C103, mahogany console, $319.95; 17C104, blonde console, $339.95; 17C105, mahogany console, different cabinet, $349.95; 17C107, mahogany console, half doors, $379.95; 17C108, blonde console, half doors, $399.95; 17C109, mahogany console, doors, $399.95; 17C110, mahogany console, half doors, different cabinet, $379.95; 17C111, blonde console, half doors, different cabinet, $399.95.

GE's new radio line has 7 AM table models, one AM-FM table, 7 clock radios, 5 combinations. Prices range from $22.95 to $279.95. AM-FM model lists at $54.95.

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Hallicrafters has added 9 new sets to bring 1951 line to 21 models. Prices of retained dozen 1950 sets were hiked $10 to $25. Full line—prices including excise tax:

16-in. rect.: 17810C, leatherette table, $249.95.

17-in. tables: 17803, mahogany, $279.95; 17814, deluxe mahogany, $299.95; 17815H, deluxe mahogany, different cabinet, $319.95; 17812, deluxe mahogany, different cabinet, $329.95; 17813, same, blonde, $339.95; 17811H, mahogany, AM, $349.95; 17816, mahogany, different cabinet, AM, $359.95; 17817, same, blonde, $369.95.

17-in. consoles: 17828, mahogany, $359.95; 17838, mahogany, half-doors, $399.95; 17848, mahogany, Colonial, doors, $439.95; 17849, same, blonde, $449.95; 17850, same, maple, $449.95.

17-in. console-combinations (AM-phono): 17860, mahogany, $550; 17861, same, blonde, $575.

19-in.: 20872, mahogany console, $399.95.

20-in.: 20882, mahogany console, half-doors, $479.50; 20990S, mahogany console, AM-phono, $695; 20990, same, maple, $695; 20994, same, mahogany, Sheraton, $695.

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Correction: Westinghouse Model 643K16 is round 16-in. tube; price of 635K17 (Dorset), 17-in. plastic mahogany table, is $269.95; and of 633C17 (Manocrest), 17-in. mahogany console-combination, $530—not as we reported last week (Vol. 7:1).

Emerson's 12,000,000th radio was turned out this week, presented to president Ben Abrams at ceremonies Jan. 9.

Magnavox 1951 line has 16 different cabinet styles featuring 17 & 20-in. tubes, with prices $10-$30 higher than previous line. Here are the sets; prices now include excise tax, although Magnavox had previously announced tax-warranty separate (Vol. 6:44):

16-in. round: Windsor Bookcase, mahogany breakfront, $495.

17-in.: Metropolitan, mahogany table, $289.50 (in blonde, $298.50); Biltmore, mahogany console, $298.50; Playhouse, mahogany console, $359 (blonde, $369.50); Shoreham, mahogany console, $359; Cosmopolitan, mahogany console, $395 (blonde, $415); Contemporary, mahogany console, AM-FM-phono, $498.50 (blonde, $520); Wedgewood, mahogany console, AM-FM-phono, $525; Provincial, blonde or maple console, AM-FM-phono, $525.

20-in.: Hepplewhite, mahogany console, $525; Normandy, blonde, console, $525; Modern Theatre, mahogany console, phono-jack, $525; American Modern, mahogany or blonde console, AM-FM-phono, $795; French Provincial, blonde console, AM-FM-phono, $795; American Traditional, mahogany console, AM-FM-phono, $795; Embassy, mahogany console, AM-FM-SW-phono, $795.

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Olympic holds over 6 basic sets, offers 5 new ones to make 1951 line of 20 models—low end being 16-in. rect. mahogany table at $249.95. Here are remaining sets (prices include excise tax):

17-in.: 752 (Riviera), mahogany table, $269.95 (blonde, $279.95); 762 (Riviera), same with special chassis, $289.95; 753 (Monte Carlo), mahogany console, $319.95 (in blonde, $339.95); 764 (Broadmoor), mahogany console, half-doors, $369.95 (blonde, $389.95; Chinese, $449.95); 785 (Versailles), French Provincial console, doors, $429.95; 766 (Catalina), mahogany console, AM-FM-phono, $499.95 (blonde, $519.95); 769 (Prince George), mahogany console, AM-FM-phono, $569.95 (blonde, $599.95).

20-in.: 970WB (Marlboro), mahogany table, $369.95 (with swivel base, $399.95); 967 (Windsor), mahogany console, special chassis, $429.95 (blonde, $459.95); 968 (Lancaster), mahogany console, special chassis, doors, $489.95 (blonde, $519.95).

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Tele-tone 1951 line has 12 sets—8 new, 4 held over. They're divided into 5 regular, 7 higher-priced "Imperial" group, prices ranging from $10 to $30 higher than comparable 1950 models (Vol. 6:36). Here are the sets (prices include excise tax):

16-in. rect.: Model 335, mahogany consolette, $259.95. 17-in.: 359, leatherette table, $229.95; 345, mahogany wood table, $249.95; 352, mahogany consolette, $279.95; 358, mahogany console, $289.95.

17-in.: 357, mahogany table, $269.95; 365, mahogany table, different cabinet, $279.95; 355, mahogany console, $319.95; 331, Queen Anne, mahogany console, doors, $399.95; 332, French Provincial, $399.95; 333, Chinese Chippendale, $399.95. 20-in.: 360, mahogany console, doors, $419.95.

Models held over are 335, up $10; 331, 332, 339, up $30.

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Stromberg-Carlson raised prices on 3 sets effective Jan. 8. These are new prices including excise tax (increases in parentheses being from last prices): 17TM (Mercury), 17-in. table, $329.95 ($15); 17CM2 (Imperial), 17-in. console, $389.95 ($20); 119CM (Empire), 19-in. round console, $499.50 ($10).

Raytheon (Belmont) is adding 2 sets to old line (Vol. 6:27): 17-in. console with AM-phono and 20-in. console, both $469.95.

Starrett 1951 line has 9 models ranging from 17-in. mahogany table, $249, to 20-in. console with doors, $439.

Sparton line for 1951 comprises 7 sets in 15 models—all 17-in. Prices are $40-$80 higher than those for comparable sets in old line (Vol. 6:35). Here are the sets (prices include excise tax):

Tables: 5104 (Berkeley), mahogany plastic, $259.95; 5101 (Whitney), mahogany wood, $289.95 (blonde $294.95, limed oak $299.95).

Consoles: 5152 (Gramercy), mahogany, $349.95 (blonde $359.95, limed oak $369.95); 5155 (Sheffield), mahogany, different cabinet, $379.95 (blonde $389.95, limed oak $399.95); 5158 (Rutledge), mahogany, different cabinet, $399.95.

Combinations: 5188 (Westmont), mahogany, AM-FM-phono, $499.95 (blonde $509.95); 5182 (Nassau), mahogany, AM-FM-phono, $539.95 (blonde $549.95).

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Air King 1951 line has seven 17-in. and two 20-in. sets, with prices $20-$70 higher than last year's comparable models. Here are the sets (prices include excise tax):

17-in.: 17M1, metal table, $239.95; 17T1, mahogany wood table, $279.95; 17C7, mahogany console, $299.95; 17C5, mahogany console, different cabinet, $339.95 (in blonde, $354.95); 17C2, mahogany console, doors, $399.95; 17K1, mahogany console, AM-FM-phono, $499.95.

20-in.: 20C1, mahogany console, $399.95; 20C2, mahogany console, half doors, $469.95.

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Hoffman has raised prices from $2 to $20 on its line to cover excise tax, and is planning to drop 14-in. production and replace 16 & 19-in. tubes with 17 & 20-in. R. J. McNeely, director of sales, estimates production of 40,000 units first quarter of 1951, increase of 15,000 over same period last year.

Philco has dropped Model 1871 from new line (Vol. 6:52). It was 17-in. TV-phono in mahogany at $399.95. Instead, Philco now has Model 1833 in same cabinet, TV console only, at $369.95.

Sentinel line for 1951 is reported to be 7 sets ranging from 17-in. table at $290 to 20-in. console with doors at $500. Prices include excise tax and are said to be 2½%-3½% higher than former models.

Trav-Ler reports adding 2 new 14-in. models to line—mahogany table at $179.95, consolette $199.95. Noteworthy is fact Trav-Ler dropped 14-in. from mid-1950 line (Vol. 6:24-25).

New Jackson line for 1951, to be shipped in February, comprises 6 sets in 12 models. Prices run from $220 for 14-in. mahogany table to $600 for 20-in. mahogany console with AM-FM-phono.

Trans-Vue's 1951 line consists of 3 sets in 9 different models with prices ranging from $270 for 17-in. mahogany table to $450 for 20-in. console with half-doors.

Pathe reports having 20-in. mahogany console at $320; with doors, $379.50; in blonde, $379.50.

* * * *

Viewing after 11 p.m. goes on in 75% of New York area homes, at least one night weekly, according to Advertest Research's survey of 763 families. Poll indicates 50% of all TV sets are on 11-12 during average night. Before TV, 63% of these late viewers were in bed at that time. Sports rank high in popularity, but programs with highest cumulative audience are: WNBT's *Broadway Open House* 43.6%, WATV's *Stardust Theatre* 23.7%, WPIX's *Night Owl Theatre* 22.9%, WOR-TV's *Starlit Playhouse* 22%.

FCC's annual report for fiscal year ending June 30. 1950, released last week, is available (40¢) from U. S. Govt. Printing Office, Washington 25. It's useful primarily as permanent reference on statistics of number of stations, their income, etc.

Trade Personals: James B. Conkling, ex-Capitol Records v.p., named president of Columbia Records Inc., succeeding Edward Wallerstein, resigning Feb. 1 . . . **Gerald Light** named Emerson sales promotion mgr., succeeding Harold Deitz, resigned to head Emerson Mid-State Inc., Newburgh, N. Y. . . . A. E. Sinclair, ex-Zenith and Mallory, appointed industrial relations director, Federal Telephone & Radio . . . **John R. Howland,** ex-Zenith, now heading newly created office of product research, Stewart-Warner . . . **Curtis L. Peterson,** ex-Ecko Products Co., named Meek merchandising promotion director . . . J. D. Van der Veer named Tung-Sol sales mgr. for electron tube equipment . . . Sidney E. Warner leaves partnership in Aircraft Electronic Associates to become engineering and research director, LaPointe-Plasmocold . . . Donald B. Harris, ex-Collins, named technical asst. to president Hector R. Skifter, Airborne Instruments Laboratory . . . Leon C. Guest, from Picture Tube Div., named comptroller of Radio-TV Div., Sylvania . . . Aerovox appoints Frank Marshall director of manufacturer sales, succeeded by A. E. Quick, ex-Electrical Reactance Corp., as sales mgr.; Carl Bretz becomes sales mgr. of Electrical Reactance. In addition, J. Fraser Cocks Jr. becomes gen. comptroller of both Aerovox and Electrical Reactance, Carl Gulbranson succeeding him at Aerovox.

Veteran Wireless Operators Assn., comprising oldtime "brass pounders" or ship-shore operators, have reelected Wm. J. McGonigle, N. Y. Telephone Co., president; Wm. C. Simon, Tropical Radio, secretary; reelected FCC Comr. George E. Sterling to board; elected these other officers: A. J. Costigan, RCA, 1st v.p.; H. L. Cornell, Esso Shipping Co., 2nd v.p.; R. H. Pheysey, United Fruit, treas.; R. J. Iverson, *New York Times*, asst. secy. Elected to board: C. D. Guthrie, U. S. Maritime Commission retired; George H. Clark, RCA retired; Capt. Fred Muller, USNR retired; Jack Poppele, WOR.

New tri-color tube, patented (No. 2,529,485) by Thornton Chew, engineering v.p. of KFMB-TV, San Diego, is described by him as "a device employing a magnetic field in combination with a screen divided into discrete color emitting areas in such manner as to sequentially reproduce images in each of the component primary colors. Being a single-gun, single-raster tube with multiple color screen, it avoids difficulties with coincident scanning, keystoning, optical superposition and color wheels." He reports making arrangements with unnamed tube manufacturer to produce experimental models, gives "educated guess" tube might retail for 1½ times comparable black-and-white unit.

"Universal Color Scanner" is being advertised by DuMont. It reads, in part: "Operating on the principle of the flying spot scanner, [it provides] tri-color signals from any 35mm 2x2-in. color transparency. Available as outputs are an FCC-approved field sequential video color signal and 3 simultaneous video color signals which may be fed to any external sampling equipment for experimental work with line or dot sequential systems."

"Televised microscopy" is new technique developed by RCA Labs for observation of objects difficult or impossible to examine through ordinary means. Industrial TV camera, employing Vidicons sensitive to either red or violet light, is focused through microscope on living organisms which might otherwise require killing and staining. Other advantages: TV camera works in weak light, permits magnifications of 15-20 times.

Jan. 1 sets-in-use reported since NBC Research's "census" of Dec. 1 (Vol. 6:51): St. Louis, 239,000, up 17,000; Washington, 219,760, up 13,760; Pittsburgh, 212,000, up 22,000; Kansas City, 93,170, up 9670; Greensboro, 41,968, up 6068; Ames (Des Moines), 33,724 as of Dec. 15, up 3562 since Dec. 1.

Mobilization Notes: To keep clear of anti-trust charges, NPA this week announced formal regulations governing industry advisory committees (Vol. 6:30, 49, 51). Attorney General is quoted as outlining these requirements: (1) Agendas are formulated by Govt. (2) Meetings are led by full-time govt. officials. (3) Minutes are kept on each meeting. (4) Committees are restricted to purely advisory functions.

NPA's regulations make it clear that industry advisory committees are "the recognized, official instruments for maintaining contact between the NPA and industry on all matters relating to the defense program." The order says, however, that individuals or groups may seek discussions with NPA officials whether members of advisory committees or not. NPA said it tries to give representation on committees "to large, medium and small businesses, geographical distribution, members and non-members of trade associations, and various segments of a given industry." It assured industry that, wherever possible, "representatives of industries are consulted in preparation of NPA actions affecting them."

Munitions Board meets Jan. 15 with Electronics Equipment Industry Committee, first full-scale meeting since last August (Vol. 6:33). Major subject is setting up of industry list showing electronics companies and products they make—to determine how product of each manufacturer fits into list of military equipments. Also to be discussed will be procurement and production policies, with subcontracting a major item. Western Electric's Fred Lack and Munitions Board's electronics division chief Marvin Hobbs are co-chairmen of committee.

Munitions Board was reorganized this week into 5 offices, each to be headed by vice chairman serving without compensation under Chairman John D. Small. The offices and vice-chairmen: Stockpile Management, Roscoe Seybold, Westinghouse v.p.; Staff Management, William T. Van Atten, Dun & Bradstreet v.p. (temporary). Not yet appointed are vice-chairmen for Production, Requirements and Supply Management offices. Electronics Division is under Production Management.

"Shortage census" will be undertaken by RTMA's Electronic Parts Mobilization Committee to provide comprehensive evaluation of supply and demand for critical materials used in civilian electronics. Meeting in Washington this week, committee laid plans for survey, visited new NPA Administrator Manly Fleischmann. Committee's membership: A. D. Plamondon (Indiana Steel Products) and R. E. Laux (General Instrument), co-chairmen; Raymond G. Zender (Lenz Electric); Matt Little (Quam-Nichols); Harry A. Ehle (IRC); RTMA president Robert C. Sprague (Sprague Electric), ex-officio.

Severity of copper shortage was underscored this week by Defense Minerals Administrator James Boyd who said all known copper deposits available to U. S. would not meet American defense and civilian requirements. Zinc producers say Govt. will interrupt its stockpiling of that metal for 6 months, easing shortage situation. Zinc stockpile is believed largest of any non-ferrous metal.

Tubes and resistors won't come under govt. distribution or allocation orders in foreseeable future, NPA men indicate. Despite shortage of these items, they feel manufacturers are being scrupulously fair in distributing their output equitably among civilian users and coming to aid of users with emergency shortage problems.

President Truman's reference to cost of $3,250,000 for each B-36 airplane in his "State of the Union" address to Congress Jan. 3 can be translated into $525,000 in electronics for each B-36. That's based on general estimate that 15% of cost of plane goes for electronics gear. President Truman called for 50,000 planes a year.

Among unclassified military contracts for electronics and related equipment (more than $100,000) announced by Commerce Dept. for 2 weeks ending Jan. 10: Through Signal Corps, Philadelphia—Federal Telephone & Radio, $11,485,239, radio receiver components; Johnson Service Co., Milwaukee, $3,041,250, radiosondes (75,000 units); ARF Products, $2,276,090, radio sets (516); Lewyt, $1,732,-291, radio sets (1634); Mallory, $454,219, batteries (19,426). Through Navy Electronic Supply Office, Great Lakes, Ill.—Litten Industries, San Carlos, Cal., $2,000,000, magnetron tubes (5000); GE, $653,400, tubes (150,000). Through Navy Bureau of Ships, Washington—Hoffman, $600,000, radio sets (591); Air Associates Inc., Teterboro, N. J., $405,600, receiving sets (381). Sylvania received $1,496,300 in contracts for 69,500 tubes, Raytheon $1,375,-790 for 58,000 tubes, through Signal Corps and Navy.

Completion of Congressional assignments to Interstate & Foreign Commerce committees, responsible for TV-radio, brings this lineup: Senate Democrats—Johnson (Colo.), chairman; McFarland (Ariz.), Magnuson (Wash.), McMahon (Conn.), O'Conor (Md.), Johnson (Tex.), Hunt (Wyo.). Senate Republicans—Tobey (N. H.), Brewster (Me.), Capehart (Ind.), Bricker (O.), Williams (Del.), Kem (Mo.). House Democrats—Crosser (O.), chairman; Beckworth (Tex.), Priest (Tenn.), Harris (Ark.), Rogers (Fla.), Klein (N. Y.), Stanley (Va.), Sullivan (Mo.), Granahan (Pa.), McGuire (Conn.), Underwood (Ky.), Carlyle (N. C.), Williams (Miss.), Mack (Ill.), Thornberry (Tex.), Heller (N. Y.), Roberts (Ala.). House Republicans—Wolverton (N. J.), Hinshaw (Cal.), Hall (N. Y.), O'Hara (Minn.), Gillette (Pa.), Hale (Me.), Dolliver (Iowa), Heselton (Mass.), Hugh D. Scott (Pa.), Bennett (Mich.), Hoffman (Ill.), Chenoweth (Colo.), Beamer (Ind.). Worth noting is that Sen. McFarland now also has powerful job of majority leader, continues as chairman of communications subcommittee; that Texas' Sen. Johnson, who owns KTBC, Austin, is majority whip.

CBS and RCA plugged color—their respective brands—before convention of National Retail Dry Goods Assn. in New York Jan. 11. CBS president Frank Stanton, in addition to emphasizing color's sales appeal, stressed "no cost premium" for sponsoring color, saying the "electron-handling cost" is no greater than for black-and-white. RCA distribution v.p. Robert Seidel plugged for dual standards (Vol. 6:46, et seq), insisting that public should have right to determine system it wants "by its ballot in the marketplace." He emphasized RCA's willingness to telecast color during good commercial hours—"ready to stake its resources, its dollars, and its reputation," confident public "will make the right choice, as they always have."

Newark's WATV is seeking to join five other TV stations atop ideal Empire State Bldg. antenna (Vol. 6:48). Technically, it can be done, since structure was designed to take all 7 area TV stations, including WOR-TV. Design contemplates multiplexing WATV with WPIX. FCC approval was sought this week, but few objections are seen, since station would maintain main studio in Newark and cover city with better signal than it does now. WOR-TV would also be delighted to join up, but is deterred by investment (reportedly near $1,000,000) in present plant.

Chronological record of facts, dates and people in TV-radio history is presented in *Dunlap's Radio & TV Almanac*, published last week (Harper, 211 pp., $4) as 12th book by prolific RCA v.p. Orrin E. Dunlap Jr. Almanac's first entry concerns discovery of static electricity in 640 B.C.; last one—Nov. 1, 1950—notes there were "107 TV stations, 2160 radio broadcasting stations, 677 FM stations, 8,900,000 TV receivers and 86,000,000 radio sets." Volume features over 60 nostalgic "then and now" photos, illustrating TV-radio progress.

Financial & Trade Notes: TV may help return prosperity to movie industry, according to financial analysis of 6 "most favorably situated" concerns (Columbia, Loew's, Paramount, 20th Century, United Paramount, Warner Bros.) prepared by Gerstley, Sunstein & Co., Philadelphia, investments. Report makes these points:

(1) "Prospective use by TV industry of past film productions of motion pictures, cost of which has long since been recovered by amortization," will be "found money" for film industry. (2) "As and when film production is divorced from the operation of theatres, the latter will undoubtedly be used for telecast of live programs, special events and for educational purposes." (3) "The trend towards production of films for TV by experienced motion picture producers will probably be accelerated by the very rapid increase in cost of televising live programs." (4) "The prospective curtailment, if not elimination, of set manufacture for the duration . . . should lessen the competition from TV."

* * * *

Raytheon showed net profit of $1,278,079, or 67¢ per share of common stock, on sales of $41,050,627 for 6 months ended Nov. 30, 1950, president Charles Francis Adams Jr. reported Jan. 12. This compared with loss of $621,701 on sales of $22,088,129 in same 1949 period. Operations for full 1950 fiscal year resulted in profit after taxes of $935,000. Volume of sales to military has not yet increased, Mr. Adams reported, but research and development has expanded and current orders have been accelerated; increase in inventories in last 6 months from $15,700,000 to $21,300,000 was attributed to expansion for govt. production.

Wilcox-Gay Corp. offered 500,000 new shares of common at $1.625 a share this week, making 1,605,700 shares of $1 par value outstanding, 1,600,000 shares without par value, $247,500 in 5% convertible debentures due Dec. 31, 1965, and $749,330 of unsecured debt. New offering was through Gearhart, Kinnard & Otis Inc. and White & Co., and will be used for working capital.

Tung-Sol reports its outstanding cumulative convertible preference stock had been reduced to 53,494 by Dec. 30, resulting from conversion of 3815 shares into common on a share-for-share basis.

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Plant expansions: Kollsman Instrument Corp., wholly owned subsidiary of Standard Coil Products Inc., has acquired 2 factory buildings, each about 100,000 sq. ft., with large lot, on 47th Ave. in Elmhurst section of New York borough of Queens . . . **Teletronics Laboratories Corp.** in February will occupy new $200,000 factory in Los Angeles Airport industrial tract, tripling capacity.

Second week's Phonevision tests in Chicago (Vol. 7:1) have led proponent E. F. McDonald, Zenith president, to claim that it's movie industry's way of recapturing "lost audience". He said 180 of the 300 test families reported they had never seen first film shown, *April Showers*, with Bing Crosby, reported he's even considering showing *Hunchback of Notre Dame*, 1939 RKO horror hit starring Lon Chaney, to enable oldsters and youngsters to see top show they've missed. Movies' vital interest in tests was indicated this week in Paramount's hiring A. E. Sindlinger (Radox) to check public reaction. Second week's pictures were: MGM's *Song of Love*, with Katherine Hepburn, Paul Henreid, Robert Walker; Warner's *Voice of the Turtle*, with Ronald Reagan, Eleanor Parker; KRO's *Enchanted Cottage*, with Dorothy McGuire, Robert Young; MGM's *Tenth Avenue Angel*, with Margaret O'Brien; RKO's *Murder My Sweet*, with Dick Powell, Claire Trevor, Anne Shirley; Paramount's *Golden Earrings*, with Marlene Dietrich, Ray Milland; MGM's *Song of the Thin Man*, with Myrna Loy, William Powell.

Theatre-TV interests claimed discrimination in statement to FCC this week, saying they weren't getting look-in on AT&T intercity TV circuits because networks had preempted all choice times. Statement cites inability of United Paramount Theatres to interconnect Detroit and Chicago theatres Nov. 4 & 11 for U of Michigan football games, asks that AT&T be forced to consider threatre-TV claimants when allocating circuits. New factor might throw monkey wrench into network's carefully worked out "stagger" system, which obviated need for FCC hearing on ABC and DuMont complaints (Vol. 6:49, 50). There are now reported to be 15 theatres in 10 cities with TV installations, latest being Pittsburgh's Fulton Theatre (using General Precision Laboratory equipment, Vol. 6:47) and Los Angeles' Orpheum Theatre (RCA). Paramount Theatres, reporting this week on its theatre-TV experiments, told FCC: (1) Company confirmed belief 525-line, 6-mc monochrome is inadequate for theatre-TV. (2) It plans experimentation with 525-line, 18-mc color. (3) It surveyed all 100 New York theatres with 2000 or more seats, found 70 of them within line-of-sight of central transmission point, plans to test transmissions from several such points.

If NAB chooses new general manager from own staff, mantle may fall on Robert K. Richards, Richard P. Doherty or Ralph W. Hardy. Richards is public affairs director; Doherty, employe-employer relations; Hardy, government relations. Decision on successor to William B. Ryan, named BAB president last week (Vol. 7:1) is expected at NAB board meeting Feb. 1-2 at Belleview-Biltmore Hotel, Clearwater, Fla.

Flareup against rising TV costs (Vol. 7:1) comes from Kudner Agency president James H. S. Ellis, addressing Detroit Adcraft Club Jan. 12. He charged networks, through control of TV packages, have bid up talent prices to point where "TV is getting too rich for the average advertiser's purse, no matter how good it is."

Three years ago, said Ellis, top weekly hour-long TV show cost $10,000 ($2000 for time, $800 talent); today same show costs $100,000 ($36,000 time, more than $60,000 talent). That means a $4,000,000 ad budget for TV alone, he declared.

Competition between networks has reached point of outright "audiance stealing," he said, "with networks bidding fabulous prices which few sponsors can justifiably pay. With individual stars getting as much as $40,000 for a single performance, a lot of harm has been done."

Warning of "monopolistic control of the editorial content of the air," through network control of shows (CBS owns 70% of all its commercial shows, NBC 50%, he said), Ellis continued: "It is time for the people responsible for the destiny of TV to stop, look and listen . . . At least we can call a halt and give the independent sources a chance to find if there isn't some way to keep talent costs from going out of the reach of everyone—and thereby hurting TV, talent, TV owners and the industry as a whole."

* * * *

TV talent cost $84,229,600 for 1950 sponsored evening network programs, according to figures compiled by George M. Burbach Jr., New York advertising man, son of director of St. Louis Post-Dispatch's KSD & KSD-TV. Added to $45,000,000 TV network time cost estimate for 1950 (Vol. 6:52), this would make total of around $129,000,000 spent for network time and talent. Mr. Burbach notes his compilation "does not include special features such as World Series, football games and summer replacements."

Telecasting Notes: Network radio sales are booming, variously attributed to new excess profits tax and scarcity of TV time . . . Gulf Oil is dropping radio version of *We the People* on NBC, while retaining TV version, taking on new sponsorship of *Counter-Spy* on NBC-AM Sunday p.m. . . . Tintair's CBS-TV hit, *Somerset Maugham Theatre*, will have radio version on CBS starting Jan. 20, Sat. 11:30-12 noon . . . Add New York stations boosting rates: ABC's WJZ-TV, which Feb. 1 raises base Class A hour rate from $2200 to $3100, one-minute from $500 to $650; 20-second rate will be $550, 8-second, $350 (see Vol. 7:1 for other New York rate hikes) . . . *Variety* reports both WLWT & WCPO-TV, Cincinnati, now operating in the black, with WKRC-TV "making rapid strides to get beyond the red line" . . . Showman Billy Rose engaged by NBC under 2-year contract as consultant on TV shows . . . Kine-recordings of top TV shows, which can be screened on standard 16mm projectors, may be circulated abroad, where GIs are stationed, under plan attributed to producer Leland Hayward, RCA president Frank Folsom, RCA v.p. Manny Sacks . . . Now wholly owned by *Los Angeles Times* (Vol. 6:52), KTTV has switched representation to Blair TV Inc.; CBS's KTSL (soon to be KNX-TV) is represented by Radio Sales . . . Donald Cooke Inc., station rep, has formed separate TV dept. . . . CBS has released Robert Q. Lewis from exclusive contract, dropped his Mon. 2:45-3:30 TV sustainer—but he'll continue American Safety Razor Corp.'s *Show Goes On* and will substitute for Arthur Godfrey on Wed. Chesterfield show when Godfrey begins 2-week Navy duty Jan. 18; Godfrey also considering 3 weeks in Europe to study Eisenhower mission for "conversational" material . . . Color TV is subject of evening classes for advertising personnel starting at New York U Feb. 6, conducted by *Tele-Tech's* John Battison with lectures by CBS's Peter Goldmark, Paramount's Richard Hodgson, et al. . . . CBS Radio Sales announces exclusive representation of new TV film series, 26 half hours, titled *The Range Rider*, produced by Flying A Pictures under same direction as CBS-TV's *Gene Autry Show* . . . Decline in attendance has forced suspension Jan. 12 of Crosley-promoted wrestling matches, carried on hookup of WLWT, WLWD, WLWC . . . Current *Pageant Magazine* carries 8-page feature titled "Howdy Doody, Mr. Smith!" and featuring the NBC-TV kid show . . . Gillette sponsored Ezzard Charles-Lee Oma heavyweight title fight Jan. 12 on NBC-TV as a highlight of its Fri. 10 p.m. *Cavalcade of Sports* . . . Pabst will sponsor Jake LaMotta-Ray Robinson middleweight title bout on CBS-TV as a feature of its regular Wed. 10 p.m. boxing series . . . KMTV, Omaha, has prepared concise *Guide to Layout & Reproduction of Art for TV*, listing "do's & don'ts"; available on request.

New TV station in Cedar Rapids, Ia., is sought in application filed with FCC this week by WMT (Wm. B. Dolph). It seeks Channel No. 9. Previously, *Cedar Rapids Gazette* (KCRG) had filed for No. 7. Petition to dismiss Don Lee application for Channel 2 in San Francisco, reserved by FCC for more than 2 years for Don Lee, has been filed by Edwin Pauley's Television California. Pauley claims Don Lee is now owned by new stockholders, therefore not same company FCC favored previously (Vol. 6:50). [For details about WMT application, see *TV Addenda 12-A*.]

United Television Programs Inc. has been formed as program distributing concern by Edward Petry & Co., station reps; Standard Radio Transcription Services Inc.; Century Artists. Officers are Jerry King, Standard, president; Richard J. Dorso, Century, executive v.p.; Milton Blink, Standard, secy-treas.

Federal Communications Bar Assn. holds annual luncheon meeting Jan. 26 at Willard Hotel, Washington, annual dinner same evening in Mayflower Hotel.

CBS color piped to Chicago drew highly favorable reaction during demonstrations which began this week. Even Judge Walter LaBuy, who dissented vigorously in decision upholding FCC authority (Vol. 6:51), attended showings, said: "The commercial possibilities of color TV are tremendous. The entertainment value is self-evident." Press was uniformly enthusiastic. Said *Chicago Tribune* radio editor Larry Wolters: "Colors came through in bright, true tones with amazing detail . . . Whatever the final outcome of the color TV battle, [it is] something wonderful to see." Bill Irvin, *Sun-Times:* "Clarity and brilliance of the colors drew enthusiastic comment." Jack Mabley, *Daily News:* "Virtually perfect pictures." William Leonard, *Journal of Commerce:* "Every single picture was so amazingly clear in detail, so thrillingly deep in dimension, so pleasantly devoid of those horizontal TV wriggles and squirms, that standard black-and-white video seemed instantaneously as far behind the times as the crystal set . . . and the crank-up phonograph." Closed-circuit pictures, received from New York via coaxial at studios of WBBM in Wrigley Bldg., were shown on 12-in. (magnified) set with Webster-Chicago converter and 12-in. (magnified) Muntz slave unit, in addition to 12½-in. industrial set and 17-in. color-drum console.

Broadcasters got assurances this week from FCC chairman Coy and Air Force communication chief Maj. Gen. F. L. Ankenbrandt that there's no intention of taking control of radio and TV stations away from owners except in real emergency. Reference was to Defense Dept. request for legislation from Congress giving President control over "electromagnetic" radiation devices (Vol. 6:51). Assurances were given at second meeting of Broadcast Advisory Council Jan. 8 in Washington. Requests for additional membership were tabled until functions of Council are more clearly defined. There have been complaints (even to White House) that BAC doesn't fully represent TV-radio media. They've been made by non-NAB broadcasters, educational and farm groups, labor and other organizations (such as National Assn. of Radio-TV News Directors).

Petrillo will take up question of music on kinescope recordings at later date, personally, a union official said after Jan. 12 meeting of AFM Local 802 and networks on new contracts. Biggest demand was for elimination of all canned music between 8 a.m. and midnight. Other demands: (1) About 50% hike in pay scale. (2) Welfare fund based on 3% of payroll, to be paid by networks. (3) Minimum number of musicians for each program category. (4) Run-of-show contracts for musicians hired for a show. Present union contract with networks (and WOR) expires Jan. 31. Negotiators meet again Jan. 16.

"One-year moratorium" on live telecasts of college football games was voted, 161-7, by National Collegiate Athletic Assn., meeting in Dallas Jan. 12. Resolution, said to be "morally binding," is not outright ban and no provision for enforcement was made. Ruling provides for live TV only on "controlled experimental basis," permits delayed telecasts, and instantaneous theatre and Phonevision telecasts. Officials of pro-TV Notre Dame said they regard moratorium as moral obligation.

Ban on network telecasts of baseball games, but not local telecasts, was voted by National League, which also decided to set up supervising agency to govern National League broadcasts outside major league areas. Action was taken as result of plea by minor leagues for relief from major league radio competition. American League is expected to follow suit. Meanwhile, Washington Senators cut to 21 number of its games to be televised in Washington. Last summer all home games were televised. National Basketball Assn. banned telecasting in Minneapolis, leaving New York only city televising pro cagers.

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(For Special Reports on Week's Electronics Mobilization Activities, see pages 6-9)

NEW YARDSTICK FOR TV COVERAGE: What is a TV station's coverage area?

This simplest, basic question of the telecasting business, curiously enough, seems to have most complex answers of all -- with many time-buyers still mistakenly obsessed with "wattage" as a principal criterion, a hangover from AM.

Issuance of revised sets-in-use and "family" figures by NBC Research this week (p. 12) is very good illustration of how concepts change.

Network is launching new coverage concept next week -- with elaborate presentation, including maps, retail sales, effective buying income, etc. (Vol. 6:48).

New criterion is .1 millivolt-per-meter contour, replacing .5 Mv/m used heretofore. Recognizing that these figures are almost meaningless to laymen, NBC Research translates them -- with reservations -- into rough, rule-of-thumb mileage radii. In effect, average station's coverage radius has been widened from 40 to 60 miles, though areas are by no means perfect circles.

Overlap in family figures has been eliminated. Through a "strongest signal" formula, overlap areas are generally split equally among stations involved.

Some stations are bound to be unhappy about this, of course. Families credited to Providence, for example, are cut by over 50%. In addition, family count is brought up-to-date through use of Sales Management's 1950 survey of buying power.

* * * *

Considerable sweating went into new yardstick. It was arrived at after consultation among networks and between networks and manufacturers. CBS will use same figure, and its overall computations are within about 1% of NBC's. ABC and DuMont are understood to have agreed to revision. Preponderance of industry considers new coverage realistic. In fact, NBC says many sponsors urged networks into it, reporting their retail outlets, in the .1 Mv/m sticks, demanding to join in on participation shows in order to reach local viewers.

Individual stations have far greater claims, frequently, and some even urged that contour be moved out to .025 Mv/m (25 microvolts).

Here's how new factor was arrived at:

(1) Performance of receivers and antennas -- how they function in the "back country" -- was calculated by manufacturers, service companies.

(2) Actual measured .5 Mv/m contours were supplied by about half of NBC affiliates, extrapolated out to .1 Mv/m.

(3) Mail from viewer owners was analyzed, found to correspond very closely to actual distribution of population -- 4-5% beyond .1 Mv/m, 17-20% between .1 & .5 Mv/m, balance within .5 Mv/m.

(4) "Holes" in coverage within .1 Mv/m were weighed against reception beyond, determined to be about equal.

New coverage appears optimistic, when compared with FCC's existing or pro-

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posed engineering standards. But network engineers insist that new figure is based on actual reception experience; that FCC is necessarily conservative in drawing up standards; that offset carrier (Vol. 6:42-48) is a powerful "bonus" factor; that people do go to great trouble to get a picture; that viewers do accept considerably less than optimum quality when nothing else is available.

But technical men readily admit that more stations post-freeze, meaning crowded channels, will undoubtedly change situation, as it did in AM.

Time-buyers who still interpret "power" to mean "coverage" are gradually learning that many other factors have greater importance -- height, terrain, co-channel interference, etc. Also to be remembered is that FCC has endeavored to give all stations in same city equal potential coverage. Joint use of Empire State Bldg. in New York (Vol. 7:2) is perfect example.

What do FCC engineers say, when asked how far a station reaches? They used to answer "roughly .5 Mv/m." Their current answer sounds facetious, but it's really quite apt: "As far as it can be received."

STATIONS EXEMPT FROM BUILDING BAN: There's no ban on construction or alteration of TV-radio stations -- yet.

Despite some headlines in trade press, new restrictions on commercial construction (NPA Order M-4 amended) will have no effect on building of studio or transmitter installations -- but it's good bet that station construction will eventually be controlled.

Most commercial construction is banned until Feb. 15 by NPA order. After that time, building will be authorized only if it furthers defense effort, is essential to health, welfare or safety, or relieves community hardship.

TV-radio station construction is exempt from order, NPA attorneys say. They hasten to point out, however, that broadcasters can't build office buildings without NPA authorization.

"We're going slow in restricting anything that involves communications," an NPA official told us, "but undoubtedly the time will come when building of broadcasting facilities will have to be restricted."

So anyone can build a station now -- if he can get the materials.

TV INTO NAB AS AUTONOMOUS ENTITY: Willing and eager to join -- but demanding absolute autonomy on all matters TV. That epitomizes attitude and decision of the 138 registrants representing top-level ownership-management of some 80 of nation's 107 telecasting stations who met in Chicago Jan.19 to consider whether to ally with NAB, abandon TBA. Oft-broached one-big-tent idea stuck, and this is what conferees did:

(1) Agreed to join in separate TV division within NAB, with own management, own staff, responsible only to own board of directors.

(2) Elected 9 members of projected 13-man board, agreed 4 others should be designated one each by the networks; 57 of the 80 stations cast ballots.

(3) Decided 2 board members must always represent TV-only interests.

(4) Signed up members tentatively, leaving formalization of organization, membership fees, etc. to board whose elected members are: Eugene Thomas, WOR-TV, chairman; Robert Swezey, WDSU-TV, vice chairman; Clair McCollough, WGAL-TV & WDEL-TV; George Storer, WJBK-TV, WSPD-TV & WAGA-TV; Harold Hough, WBAP-TV; Campbell Arnoux, WTAR-TV; Harry Bannister, WWJ-TV; Paul Raibourn, KTLA (Paramount); W. D. Rogers, KEYL, San Antonio.

Messrs. Raibourn and Rogers are the non-AM members. Former has long been a prime mover in TBA, exerts great influence in that organization.

Need for organization, importance of autonomy, were stressed in discussions of such current problems as educational demands for channels, ASCAP fees, sports bans, excess profits tax -- in none of which has TV been adequately represented.

Presence of so many non-members of NAB & TBA, general recognition of need for stronger TV industry leadership, enthusiasm of many, augurs well for proposed setup -- NBC president Joe McConnell arising to give it his blessing, ABC's Joe

McDonald and DuMont's Chris Witting approving, CBS's Larry Lowman indicating his company may go along. Neither ABC nor CBS is member of NAB, though all networks belong to TBA.

Board steering committee meets to work out details sometime before NAB's next board meeting in Clearwater, Fla., Jan. 31, Feb. 1 & 2. Steering committee comprises Messrs. Thomas, Swezey, Storer. NAB board must, of course, approve -- and there's some sentiment in that dominantly AM organization to avoid any "support" to TV. It's noteworthy, though, that Thomas and Swezey are members of NAB board.

COY'S HOPES FOR FREEZE-END & COLOR: Though it's no longer winning headlines, argument-as-usual continues over color TV issue -- with FCC and CBS still flailing in a virtual vacuum, mainly mobilization-created. This week, FCC Chairman Wayne Coy made another speech, talking mostly about color, while CBS continued color demonstrations on receivers not only in its Chicago Wrigley Bldg. studios but in United Paramount's Chicago Theatre and in big Carson Pirie Scott dept. store.

More significant than what he said about color, Coy took another look at his dog-eared end-of-freeze timetable, speaking before New York State Publishers Assn.

Carefully hedging this time (his last guess was between April 1 & July 1), he again pushed his prediction into the defense-shrouded future -- this time to "third anniversary of the freeze," namely, next Sept. 30. Admitting he had made many wrong predictions in past, he told Buffalo convention:

"I do hope and expect and predict that we will be out of the freeze and granting applications before the third anniversary of the freeze...unless the mobilization program is so large by late summer it will not be possible to utilize raw materials in the building equipment and construction necessary to get TV stations on the air."

Just what end-of-freeze will mean, when and if it does come, is still good question (Vol. 6:52). TV-radio stations are exempt from this week's NPA ban on new construction (see p. 2) -- but it's no secret they're under consideration, too.

And except for the few transmitters still in crates or on assembly lines, it's idle to assume equipment-as-usual will be available this fall or next winter. Not, at least, in quantities sufficient to accommodate or even make good start toward Mr. Coy's prediction that: "It is not unreasonable to expect that a matured competitive TV service for this country will have more than 1000 stations and that the annual volume of business done by these stations will exceed $1 billion."

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Reviewing TV's phenomenal growth, Coy warned the publishers of its impact on their medium, inferentially at least urged them to get into the TV swim, recounted reasons behind the freeze, progress of hearing, etc.

But attempt to "sell" FCC's color decision occupied most of his talk. As he did in recent Variety article (Vol. 7:1), he opined: "Any progress we can make in color will greatly magnify effectiveness of TV's contribution [to defense effort]."

Coy again expressed confidence courts will sustain FCC decision, seemed to think that court order is all that keeps CBS system from being put across -- despite mobilization uncertainties, compatible system progress, probable post-litigation request to reopen hearing, antipathy of virtually entire industry toward FCC decree.

He lit into RCA for attacking decision, called attention to recent NRDGA speech of RCA v.p. Robert Seidel (Vol. 7:2) suggesting dual standards and public choice of systems "by its ballot in the market place." Flatly rejecting RCA's present demands for dual standards, Coy added:

"This same fellow says that the Commission is now placing a ceiling on scientific development. Of all the balderdash! Even since the Commission approved the standards, the proponents of the field-sequential system [CBS] have announced the development of a 17-in. tube, thus meeting the criticism that their picture size was limited to 12½-in. The speaker conveniently ignores this development."

But Coy made no mention of developments in dot-sequential system [RCA] which have met most, if not all, basic criticisms -- even those of FCC. Incidentally,

NTSC "Ad Hoc" committee (Vol. 7:1), weighing contributions of all companies to compatible system, met in Washington Jan. 11 to view and discuss RCA system.

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That "Joe DiMaggio" letter on tri-color tube, sent to FCC by RCA president Frank Folsom (Vol. 6:45), still rankles Coy. He noted that RCA now calls tube the "Joe DiMaggio," said:

"Putting the name of Joe DiMaggio on this tube is somewhat unfortunate because it shows a certain amount of disrespect for DiMaggio's ability. Joe has never refused to play the game, but the tube now bearing his name is side-lined and is as inactive, so far as its potential public is concerned, as a retired ballplayer or as though the tube had suffered an attack of anemia."

While color is now considered academic by virtually entire industry, Coy makes only this concession:

"Of course, all types of broadcasting, including color TV broadcasting, will be affected by the defense effort. The exact extent cannot now be foreseen. The future of our defense mobilization effort may well hold the answer to whether color TV broadcasting makes a small or large beginning within the year in becoming the prevailing TV system of this country."

* * * *

Free competition between color systems was urged Jan. 16 by Illinois' new Republican Senator Everett M. Dirksen in address to NARDA Chicago convention (see Trade Reports). Charging that unlimited govt. restrictions could destroy free enterprise, Sen. Dirksen cited FCC color decision as example. "My inclination is to let them [CBS & RCA] fight it out," said he, "and let the best of the lot win."

CBS reports great success with its Chicago color demonstrations, states they will be extended to other cities shortly. Since equipment and personnel of current New York & Chicago demonstrations will be needed for other cities, Chicago showings will be concluded Jan. 24, New York Jan. 26.

Telecasting Notes: Whereas we "guesstimated," on basis of reported $45,000,000 worth of network time sold, that over-all 1950 TV time sales soared to around $100,000,000 (Vol. 6:52), *Broadcasting Magazine* reports its yearbook will estimate $83,000,000. Whereas NAB estimates radio broadcasting gross revenues for 1950 at $448,198,000 (Vol. 6:52), yearbook places figure at $453,000,000, up more than 6% from 1949. NAB's TV figure is estimated at between $70-$80,000,000 . . . **DuMont Network** has purchased old Central Opera House, 205 E. 67th St., New York, will convert it into TV Center, embracing 8 studios, one of them 180x70 ft.; plan is for all New York productions eventually to emanate from center, construction plans depending on NPA restrictions . . . **Free & Peters**, station reps (including 8 TV outlets; see *TV Factbook No. 12*, p. 38) is out with 7-city survey showing radio preferred over all other media for news, outstripping newspapers by 38%, TV by 268% . . . **Horace N. Stovin Co.**, Toronto, appointed Canadian sales reps for ABC's 5 owned & operated TV stations . . . Radio Correspondents Assn. has cancelled Feb. 3 dinner in honor of President Truman . . . **United Television Programs Inc.**, formed by Petry, Standard, Century Artists (Vol. 7:2) to syndicate TV films, announces it will be sales rep for Bing Crosby Enterprises Inc., including its *Fireside Theater* currently sponsored on NBC-TV by Procter & Gamble . . . American Booksellers Assn., surveying 340 leading booksellers in both TV and non-TV areas, reports effect of TV on book reading and buying "absolutely nil," cites October sales 1% ahead of same 1949 month in TV areas, 4.4% up in non-TV, November 1.8% up in TV, 2.6% up in non-TV . . . **University of Miami** has begun "Telecourses" via WTVJ, Tue. & Thu. 2:30-3 p.m., enrollment fee $5, with final tests winning certificates of credit for those who pass; first subjects are public speaking and personal finance.

Personal Notes: CBS chairman **Wm. S. Paley**, heading new President's Commission on Metals Resources (Vol. 7:2), is taking up residence in Washington for next few months . . . **Edgar Kobak**, ex-MBS president, now consultant, and **J. Harold Ryan**, Storer stations, have been added to Secy. of Commerce Sawyer's 21-man Advertising Advisory Committee . . . **Paul A. deMars**, ex-Washington consultant, now chief engineer of Pickard & Burns, Needham, Mass. . . . **Charles C. Bevis Jr.**, onetime mgr. of WNBK, Cleveland, recently director of NBC-TV stations, named mgr. of KOA, Denver, succeeding **Lloyd Yoder**, now heading KNBC, San Francisco . . . **Lewis Allen Weiss**, ex-Don Lee, ex-MBS chairman, on loan from Hughes Aircraft Co., is serving on dollar-a-year basis as special consultant to National Production Authority's Office of Civilian Requirements.

Chapter on color TV in annual report of Senate Small Business Committee created slight stir when Jan. 16 *Radio Daily* report left impression that committee had endorsed FCC decision. Actually, committee directed staff to study situation after it had received many complaints from dealers and distributors. But all staff has done is to digest FCC decision and report on subsequent litigation. As staff member puts it: "It would probably take 7 or 8 engineers to do a real study, so we're waiting for next committee meeting [Feb. 1] to see what they want. This report was supposed to be for background only, not to imply opinion of the committee one way or the other." Speculation about DuMont-CBS tieup on color in Jan. 17 *Variety*, based on recent meetings between Dr. Allen DuMont and CBS president Frank Stanton, is dismissed by Dr. DuMont who says "nothing to it." He says that meetings had nothing to do with color, that "we have some problems in common—labor, etc."

Station Accounts: Baltimore builders **A. H. Carrigan & Co.**, offering $19,800 stone ranch houses on Jan. 12 *Dream House Time* on WAAM, 6:40-6:55 p.m., reported 20 phone responses, 20 live prospects—leading adman Marx Kaufman, of Kaufman-Strouse, to release this enthusiastic statement: "I'm convinced anything can be sold on TV. It's equal to having 10,000,000 Fuller Brush men putting their feet in the front doors of homes all over America, giving demonstrations" . . . TV, films and radio reported contemplated in $800,000 **New York Stock Exchange's** "public education" budget for 1951 . . . **Washington Senators** have sold rights to telecasts of 21 home games, radio broadcasts of 154 (WTTG & WWDC, respectively), to **Christian Heurich Brewing Co.** (Old Georgetown beer), thru Henry J. Kaufman & Associates, Washington . . . **Parx Products Corp.** (plastic finger-nail cover), headed by Herbert L. Pettey, ex-mgr. of New York's WMGM, planning campaign using TV & radio, thru Henry J. Kaufman & Associates . . . **Greyhound Bus Lines** sponsoring sports roundup on KSTP-TV, St. Paul, Mon. thru Fri. 10:20-10:30 p.m. . . . **General Service Publishing Co.**, in conjunction with **Grand Union Co.**, sponsoring *Fun with Food*, cooking show, on WJZ-TV, New York, Fri. 2-2:30, thru French & Preston, N. Y. . . . New spot business on WCBS-TV, New York, includes: **Standard Brands** (Blue Bonnet margarine), thru Ted Bates & Co., N. Y.; **Purity Bakeries** (Grennan Cakes), thru Young & Rubicam, N. Y.; **Liebmann Breweries** (Rheingold beer), thru Foote, Cone & Belding, N. Y.; **Plough Inc.** (aspirin), thru Lake, Spiro & Sherman, Memphis . . . New account on WABD, New York, is **Cortley Frosted Foods**, sponsoring *You're On Your Own*, Sun. 2-2:30, thru Fairfax Adv., new spots on WABD include **Ward Baking Co.** (Ward's Tip-Top bread), thru J. Walter Thompson; **Harry Doehla Co.** (greeting cards), thru Schwab & Beatty; **California Packing Corp.** (Del Monte canned foods), thru McCann-Erickson . . . Among other advertisers currently reported using or preparing to use TV: **Richard, S. A. Morges, Switzerland** (watches, electric shavers), thru Weiss & Geller, N. Y.; **Stardust Inc.** (slips & bras), thru Norman D. Watters & Associates, N. Y.; **Chunk-E-Nut Products Co.** (peanut butter, etc.), thru C. J. LaRoche, N. Y.; **American Home Products Corp.** (Burnett's pudding), thru Earl Bothwell, N. Y.; **Sealy Inc.** (mattresses), thru Olian Adv., Chicago; **Hygrade Food Products Corp.**, thru Brooke, Smith, French & Dorrance, N. Y.; **Miller Brewing Co.** (Miller High Life Beer), thru Mathiesson & Associates, Milwaukee; **Zippy Products Inc.** (Zippy liquid starch), thru W. B. Geissinger & Co., Los Angeles; **S. C. Johnson & Sons** (Pride liquid furniture polish), thru Needham, Louis & Brorby, Chicago.

Stations Planning & Advisory Committee of NBC radio and TV networks holds first meeting, since new elections, Feb. 14-15 in New York. TV members are: Martin Campbell, WFAA-TV; E. R. Vandeboncoeur, WSYR-TV; John Murphy, Crosley; Dean Fitzer, WDAF-TV. Radio members: Richard O. Dunning, KHQ; B. T. Whitmire, WFBC; Milton L. Greenebaum, WSAM; Howard E. Pill, WSFA; Ralph Evans, WHO; Robert Thompson, WBEN; Jack Harris, KPRC; S. S. Fox, KDYL. Latter 3 also operate TV stations.

TV time and talent charges must be related to effectiveness of medium, have no standing by themselves. That's consensus of TV network and station executives contacted in connection with Kudner Agency president James H. S. Ellis' warnings that TV costs were getting out of hand (Vol. 7:2). None intend any public rebuttal of Ellis' Detroit speech, on grounds that it doesn't matter how much a show costs, if it sells the goods. Even *Variety* Jan. 17 editorial makes that point, adds: ". . . there is perhaps no ceiling on talent's real worth to sponsors for merchandising values."

Network TV-Radio Billings

December 1950 & 12 Months 1950

Network TV time billings of $6,684,363 in December (exclusive of non-reporting DuMont) brought total for 1950 to $40,453,878—but DuMont has reported separately that its 1950 billings were $4,500,000. December figure is up from November's record $6,524,858 (Vol. 6:51) and from December 1949's $1,921,166, and 12 months billings are more than thrice 1949's $12,294,513. Network radio time sales for December were $15,673,016, down from December 1949's $16,408,884; for all 1950, the 4 AM networks reported $183,358,922 as against $187,800,329 for 1949. The TV-radio figures, as reported by Publishers Information Bureau:

NETWORK TELEVISION

	December 1950	December 1949	Jan.-Dec. 1950	Jan.-Dec. 1949
NBC	$ 3,274,877	$ 1,026,366	$ 21,185,812	$ 6,500,104
CBS	2,269,022	568,713	12,797,556	3,446,893
ABC	1,140,464	219,337	6,470,510	1,391,991
DuMont	*	106,750	*	955,525
Total	$ 6,684,363	$ 1,921,166	$ 40,453,878	$ 12,294,513

NETWORK RADIO

CBS	$ 6,544,490	$ 5,774,939	$ 70,744,669	$ 63,403,583
NBC	5,063,845	5,631,643	61,397,651	64,013,296
ABC	2,752,288	3,656,492	35,124,625	42,342,854
MBS	1,312,393	1,345,810	16,091,977	18,040,596
Total	$15,673,016	$16,408,884	$183,358,922	$187,800,329

* Not available, but DuMont has officially announced total 1950 network revenues as $4,500,000.

Network Accounts: **United States Shoe Corp.** and its **Red Cross Shoe** dealers March 4 will sponsor one-time *America Applauds, An Evening for Richard Rodgers* on NBC-TV, Sun. 9-10; testimonial show preempts Philco's *Television Playhouse* . . . **Hollywood Candy Co.** (Milk Shake candy bar) Jan. 27 begins unnamed children's show on CBS-TV, Sat. 11:30-noon . . . **Pabst Sales Co.** (Pabst Blue Ribbon beer) Jan. 21 will sponsor film condensation of All-Star Professional Bowl football game on CBS-TV, Sun. 4-4:30; game was played in Los Angeles Jan. 14 . . . **Sales Builders Inc.** (Max Factor cosmetics) Jan. 20 starts *Sheila Graham Program* (kine) on NBC-TV, Sat. 11-11:15 p.m. . . . Next *Jack Benny Show* on CBS-TV will be Jan. 28, sponsored by **Lucky Strike**, Sun. 7:30-8, in lieu of one of its regular *This Is Show Business* performances . . . **Mutual Benefit Health & Accident Assn.**'s *On the Line with Bob Considine* on NBC-TV starts Jan. 20, Sat. 5:45-6, not time reported (Vol. 7:1) . . . New **Colgate-Palmolive-Peet Co.** program on NBC-TV, Mon.-Wed.-Fri. 3-3:15 starting in February will be *Susan Peters Show*, not *Hawkins Falls* as reported (Vol. 7:2) . . . **Campbell Soup Co.**'s new *Henry Morgan Show* on NBC-TV, Fri. 9-9:30, starts Jan. 26 . . . **Gibson Refrigerator Co.** has cancelled plans for *Laura Gibson Show* slated to start Jan. 20 on CBS-TV, Sat. 7:30-7:45, due to expected cutbacks.

Edward Cooper, who as Senate Interstate Commerce Committee specialist on communications advised Senator Johnson, chairman, on matters pertaining to TV-radio, particularly FCC relations and the color controversy, is leaving that job Feb. 1 to become aide to new Senate majority leader Ernest W. McFarland (D-Ariz.). He is succeeded by Nicholas Zapple, for last 18 months special counsel on communications and aviation to Johnson's committee. Zapple formerly was an attorney with Civil Aeronautics Board. Cooper, a Montanan, had formerly served with Senator Wheeler, and is an intimate friend of FCC Comr. Robert Jones, with whom he was once associated in an application for a radio station in Mr. Jones' hometown of Lima, O., while Jones was a Congressman. Senator McFarland will continue on Johnson committee.

Television Digest WITH AM-FM REPORTS
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Mobilization Report
January 20, 1951

CIVILIAN PRODUCTION MUST GO ON: No matter how thin military electronics appropriations are sliced, there still won't be enough such business to keep TV-radio industry at necessary healthy economic levels.

It's that plain and simple fact that has turned upside down the idea prevalent in the industry that all it needs is a guarantee of enough materials to keep civilian lines rolling until military orders "take up the slack."

Short of all-out war, that "slack" may be with us indefinitely. Here's why:

Even if military services were to let contracts covering all their present monies, substantial civilian production would still be necessary to keep factories going and employes at work against dread possibility of eventual 100% mobilization.

It's that fact that led Munitions Board to report, in press release on its Jan. 15 meeting with V.I.P.-packed Electronics Equipment Industry Advisory Committee (for list of those attending, see p. 8):

"...money available for electronics procurement is not enough to alleviate all of the dislocation which may arise, although some relief should be forthcoming with the money that is now on hand and expected."

It was obviously with that knowledge in mind that Hallicrafters' military-wise Wm. J. Halligan warned of coming depression in TV-radio (Vol. 7:2), and Crosley's John W. Craig referred to unemployment problems (see Mobilization Notes).

What does it mean? It means that civilian production must be continued indefinitely. It makes conservation and substitution programs (Vol. 7:1-2 and p. 8) more than mere stopgap measures. Here's the score:

Electronics-communications share of military budget is expected to total about $8.5 billion through June 30, 1952 -- the sum of: $1.8 billion already let; definite $1.7 billion, plus probable $1 billion, yet to be let before June 30, 1951; $4 billion more (roughly 10%) out of President's military budget for fiscal 1952.

Total of $8.5 billion sounds like a lot of money, and orders will really begin hitting industry next few months -- though it will be 6 months or more before they show up on production lines. But, consider these facts:

(1) All of this money isn't for purely electronic items. Great chunk is for telephone and telegraph wire, batteries, switchboards, power units, etc. There's another big sum for non-electric parts of electronic equipment, such as radar towers, housings, motors, generators, etc.

(2) Military dollar can't be equated alongside the civilian dollar because military equipment is so much more complex, specifications more rigid, that unit cost is much higher (Vol. 6:49).

(3) Military requirements aren't big in numbers of units. Contracts generally run only in the thousands of units -- not the tens of thousands needed to keep TV-radio industry running at present high rate.

(4) Most contracts are still development and design projects -- and probably will continue to be for some time. It's unfortunate -- but a fact -- that until high policy changes (or is changed by international developments) most contracts will be for early pre-production runs. Few major TV-radio manufacturers are staffed with that kind of engineering talent.

* * * *

So, talk of spreading contracts among TV-radio manufacturers to keep manpower, maintain production lines, is unrealistic. These are factors military will face if it spreads everything:

(1) Everyone will get a little bit; none enough to make up for anticipated reduced civilian output.

(2) Many war-experienced manufacturers, who have continued to produce for

military since World War II, have spent large sums to tool up and expand for specialized military production. They'd be penalized if their contracts were reduced.

Spreading of contracts, nevertheless, is the avowed policy of Defense Dept. Recent directive from Secy. Marshall (Vol. 6:51), plus President's declaration of national emergency which permits negotiated contracts (Vol. 6:50), have helped military services widen number of contracts. In fact, some recent contracts make it mandatory for prime contractor to subcontract -- up to 50%, in some cases.

One aspect of spreading the contracts has special military merit in this atomic era -- dispersal of plant. It's military maxim to spread production geographically, have more than one or two factories making same items.

HOW GOVT. WILL CONTROL MATERIALS: NPA's piecemeal industrial mobilization program is near end of the road. Unrelated across-the-board materials cuts threaten severe inequities and dislocations in civilian industry. Present system is inadequate even for this semi-war economy. Hence --

Production authorities see answer in CMP -- Controlled Materials Plan -- most successful method developed during last war for holding U.S. industrial economy to maximum military and essential civilian production.

CMP will probably emerge by summer from planning boards of Defense Production Administration and National Production Authority. Mobilization czar Charles E. Wilson said Jan. 19 he hopes to have CMP program ready in June.

More than 20,000 govt. employes were needed to operate CMP in World War II, DPA administrator Wm. H. Harrison told Senate Small Business Committee same day. "Even if such a staff were now in existence," said Harrison, "the uncertainty as to the precise nature and extent of the military program would make it impossible to put any such plan into operation until these issues have been resolved."

* * * *

All U.S. production will be regulated -- under CMP -- through control of basic materials. During World War II, 3 metals -- steel, aluminum, copper -- formed basis for CMP's operation.

How will CMP work? Projected outline, based on World War II operation:

All purchase orders involving strategic materials must be approved by Govt. Then, each manufacturer who has an approved order -- military or "essential" civilian -- receives allotment of materials he and his subcontractors must buy to fill order.

"Claimant agencies" are set up as spokesmen for all segments of industry -- military or civilian. There were 12 in World War II. NPA has already designated 19 such agencies as claimants; they probably will serve under new CMP setup. For example: Defense Dept. is claimant for military needs; Maritime Administration, for shipping; Civil Aeronautics Board & Civil Aeronautics Administration, for civil aircraft and equipment; FCC for civil communications facilities, both Govt. and private, not covered by other agencies; NPA's Industry Operations Bureau, for consumer goods and needs of all industries not covered elsewhere.

Each agency decides how much of each strategic material is needed in the field it covers. Available materials pie is then cut by govt. production agency (probably DPA), and stream of allocations -- based on essentiality -- flows down to claimant agencies as lump-sum allotments of each controlled material.

Each claimant agency then makes sub-allocation to its prime contractor; each prime contractor makes further allocation to his subcontractor; each subcontractor allots to his sub-subcontractor, etc. Thus, allocations -- in form of certificates permitting purchase of given amount of scarce material -- follow same lines as the contracts, and are managed by group which makes the procurement.

Example: TV or radio station applies to FCC for increase in power. FCC rules increase is necessary to properly serve station's area, then takes up application with DPA. If DPA gives OK, transmitter manufacturer is allotted sufficient materials. From his allotment, he in turn doles out to his components makers certificates for required materials. Same system would apply to military orders.

Materials limitation orders in NPA's present "M" series would continue in force for "non-essential" civilian users -- those who can't get allotments under CMP.

NPA HELPING MAINTAIN PRODUCTION: There's little doubt now that National Production Authority has classified TV-radio industry -- or more properly, electronics industry -- "essential" with a capital "E".

Relief from NPA orders limiting use of aluminum, copper and nickel is being granted wherever companies have shown that the limitations would force substantial cutbacks and layoffs.

Aluminum order (M-7, see Vol. 6:46-50) has prompted most appeals by electronic firms, perhaps because it was first order issued. Many of these protests have been from capacitor manufacturers. And in practically every one of these cases, satisfactory adjustments have been made.

RCA, facing prospect of layoffs in tube dept. 2 weeks ago because of limitations on use of nickel and copper, sent emergency appeals to NPA's Electronic Products Division (Vol. 7:1). Both appeals were granted and there were no layoffs. (RCA's component division, which has been on 4-day week for last 2 weeks, is going back to 5-day production, at least temporarily.)

Relief has been granted "in all cases" where conservation measures require purchases of hard-to-get substitute materials, NPA electronics men say. "If they just let us know, we'll help them get the materials they need to substitute for more critical materials."

* * * *

Realizing that survival may depend on savings in critical materials, all manufacturers are working on conservation measures (Vol. 7:1-2).

Independent research is not enough, however. Knowledge gained must be pooled. Important step toward this goal was taken Jan. 18 when engineers from most major electronic tube firms attended conservation meeting at GE's New York office.

Conservation know-how will be shared for benefit of national defense and continued civilian production, and engineers laid groundwork for interchange of information. Companies represented are members of RTMA & NEMA and include Bell Labs, GE, Lansdale Tube (Philco subsidiary which initiated meeting), RCA, Sylvania, Western Electric, Westinghouse.

Invited to meeting was NPA Electronic Products Div. staff member Delmus J. Fagge (ex-Air Force radar man, ex-CAA and Bureau of Standards engineer) who gave pledge of all possible aid from NPA.

Featured in discussion were these critical materials which go into industrial, power and TV-radio tubes: nickel, copper, aluminum, cobalt, chrome, tungsten, barium carbonate, mica, brass, platinum, mercury.

Engineers will circulate questionnaire among all tube manufacturers to determine amount of critical materials used by tube industry. Then second meeting will be held to explore every avenue for joint conservation effort.

Note: One of the fruits of industry's conservation programs, RCA's new electrostatic-focus picture tube -- which saves copper and cobalt -- reportedly will be in full production by end of first quarter.

At Munitions Board meeting of Electronics Equipment Industry Advisory Committee Jan. 15 (see p. 6) were: Fred Lack, Western Electric, chairman; Benjamin Abrams, Emerson; Dr. W. R. G. Baker, GE; Max F. Balcom, Sylvania; A. A. Berard, Ward-Leonard; E. W. Butler, Federal; R. W. Carter, Carter Motor; Monte Cohen, F. W. Sickles; A. Crossley, Electro Products; W. J. Wind, Wilbur B. Driver; Jess Marston, International Resistance; R. C. Ellis, Raytheon; Walter Evans, Westinghouse; Adm. Walter J. Buck, RCA; Paul V. Galvin, Motorola; George M. Gardner, Wells-Gardner; Ross D. Siragusa, Admiral; Wm. J. Halligan, Hallicrafters; R. F. Herr, Philco; E. K. Foster, Bendix; H. L. Hoffman, Hoffman Radio; Al DeLeighter, Standard Transformer; W. A. McDonald, Hazeltine; Thomas Meloy, Melpar; H. L. Olesen, Weston; A. D. Plamondon Jr., Indiana Steel; Robert C. Sprague, Sprague Electric; A. E. Thiessen, General Radio; Dr. P. N. Hambleton, Superior Tube; G. E. Wright, Bliley. Also present, among other high govt. and military officials, were Munitions Board Chairman John D. Small, Under Secy. of Army Archibald S. Alexander, Asst. Secy. of Navy John T. Koehler, Under Secy. of Air Force John A. McCone.

Word is that Fred Lack, Western Electric v.p., wants to resign chairmanship of Munitions Board's Electronics Equipment Industry Advisory Committee. Feeling is that problems of committee now deal with TV-radio and components manufacturers, that committee should be headed by someone representing that segment of electronics-communications industry.

Bendix has subcontracted $20,000,000 of its military orders—with 40% going to plants employing fewer than 100 persons, radio div. purchase director John L. Winchester revealed Jan. 15. Subcontracts range from small resistor subassemblies to steel towers.

Mobilization Notes: Electronics industry, with doubled capacity since World War II, thanks to high level of TV-radio production, is well able to handle sizable amount of military procurement. Yet for certain specialized military items, it still needs expansion—e.g., subminiature tubes.

That's generally accepted implication of Defense Mobilization Director Wlison's reference to electronics in his Jan. 17 address in Philadelphia. He said:

"Expansion of production facilities in electronics is more difficult. Far greater quantities are needed than in the last war; and they are needed sooner. The devices are more complex. But, in electronics, too, the job will be done; it has to be done."

Two paragraphs after this reference, Wilson spoke of using these inducements to get industries to expand: (1) Accelerated amortization for tax purposes. (2) Loan guarantees. (3) Govt. loans.

* * * *

Electronics manufacturers hope that they can keep their employes working, despite materials shortages. But, warnings of coming unemployment continue. Latest was by Crosley's John W. Craig, who told RTMA industrial relations meeting in New York Jan. 17: "When materials shortages cut heavily into civilian production before defense orders can take up the slack, it can mean mass layoffs with the attendant problems of losing trained and skilled people at the very time they are hardest to obtain on the labor market." Paradox for TV-radio manufacturers is this, said Craig: "When the military orders take up the slack, there will be the still greater problem of getting the full number and kinds of employes needed."

Every distributor a military subcontractor—that's proposition made by Belmont's W. L. Dunn Jan. 18 to his (Raytheon) distributors—in event of "all-out mobilization." He said that in World War II Belmont found that 30% of its military production was in "simple subassemblies." His plan "proposes to shift that 30% of military production . . . from our factory to distributors and dealers' stores throughout the country," with distributors acting as production coordinators, expediters and inspectors, and retailers acting as producers. Point is that such a plan, which has been broached in one form or another by others recently, would keep distributor-retail organizations intact.

To help small business get fair share of defense orders and scarce materials, Sen. Sparkman (D-Ala.), chairman, and 12 other members of Senate Small Business Committee Jan. 17 introduced bill (S-537) to set up Small Defense Plants Corp. similar to setup of World War II. Agency would be empowered to enter into contracts with Govt., farming out work to small businesses. Bill would set up $500,000,000 fund to make loans to small businesses for expansion and reconversion.

Signal Corps Procurement Agency has opened New York branch office at 80 Lafayette St. "to expedite defense communication and electronic equipment and supplies." Main office is in Philadelphia. Construction will begin this spring on new Signal Corps depot on 1400-acre tract at Tobyhanna, Pa., near Scranton. Completion of this permanent installation, with 2,000,000 sq. ft. of floor space, is scheduled early in 1953.

Among unclassified military contracts for electronics and related equipment (more than $100,000) announced by Commerce Dept. for week ending Jan. 17: Through Air Materiel Command, Dayton—Philco, $1,500,000, microwave systems; Wilcox Electric, Kansas City, $621,741, receiver-transmitters; Gilfillan Bros., $394,985, radar components; Rauland-Borg, $315,997, amplifiers. Through Navy Electronic Supply Office, Great Lakes, Ill.—Sylvania, $195,000, electron tubes (100,000 units); GE, $151,800, tubes (200,000). Through Navy Aviation Supply Office, Philadelphia—Northeastern Engineering Co., Manchester, N. H., $297,837, radiosonde transmitters (15,792). Through Navy Bureau of Ships, Washington—Air Associates Inc., $293,912, radio receivers (271). Through Navy Ordnance Bureau, Washington—Hytron, $196,374, rocket electrical connectors (300,000). In addition, GE Jan. 18 announced receipt of $2,000,000 Signal Corps contract for improved mine detectors to operate on land and under water.

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Formation of national servicemen's organization is called for in invitation to meet Jan. 28 at Washington's Hotel Hamilton. New organization, to be known as National Assn. of Electronic Technicians' Assns., has temporary organizing committee comprising David Krantz, chairman, Federation of Radio Servicemen's Assns. of Philadelphia; Max Leibowitz, president of Assn. of Radio Servicemen of New York & Empire State Federation of Electronic Technicians' Assns.; Norman L. Chalfin, executive secy., ARSNY. Arrangements committee comprises Norman R. Selinger, v.p., TV Associates of Washington; Ted Fishman, ARSNY. Among reasons given for need for new organization are: (1) Bad state of parts distribution. (2) Alleged tie-in practices on excise tax and warranties and on set sales and service contracts. (3) Service charges. Call refers to recent formation of National Alliance of Television & Electronic Service Assns. (Vol. 6:43), but not by name, claims it has failed. There has been friction among some members of NATESA.

Walter H. Stellner, Motorola v.p., is heading its newly formed Military Division. President Paul Galvin's Jan. 12 report to stockholders states military backlog is increasing, and during latter 1951 should be big factor in billings. During first half 1951, he also stated, Motorola expects to produce about same quantity of TVs turned out in first half 1950, when gross over-all billings were $70,347,399, profit $6.50 per share (Vol. 6:28). Total 1950 sales exceeded $175,000,000, profit $14.25 per share on 880,000 shares outstanding at end of year.

Keynote of IRE convention March 19-22, in New York's Waldorf-Astoria and Grand Central Palace, is "Advance with Radio-Electronics in the National Emergency." Sessions are loaded with TV—vhf-uhf transmission and reception, color papers and panels, station design, etc.

RCA has borrowed $20,000,000 more from 3 institutional investors on 3% notes maturing May 1, 1974, bringing to $60,000,000 outstanding notes as of Dec. 31, 1950.

Trade Personals: Admiral Wm. F. Halsey (ret.) elected president of Telecommunications Laboratories Inc. (IT&T) . . . Vice Admiral E. D. Foster, just retired as Navy chief of materiel, appointed RCA Victor director of mobilization . . . Sheldon R. Lewis, ex-Montgomery Ward, named traffic mgr., RCA Victor . . . Roy E. Drew, mgr. of cost analysis & control, appointed Sylvania TV Tube Div. controller at Seneca Falls, N. Y. . . . Stephen J. Welch appointed New York district representative for GE Tube Divisions . . . Harry H. Erickson promoted to service mgr. for all Admiral branches, succeeded at Appliance Distributors Inc. by Willis Wood, ex-Harry Alter Co. . . . Harry Kruse, ex-Columbia Records, now executive v.p. of London Gramophone Corp.; Joseph P. Dalaney, v.p. in charge of artists & repertoire; Leon C. Hartstone, v.p., administration . . . W. M. Kron, from Owensboro tube works, named mgr. of GE's Tell City, Ind., tube plant, succeeding J. A. Gerber, now asst. to Tube Div. mgr. L. B. Davis . . . Edward Weingarden succeeds Edward Mayer as president of Atwater Television Corp., Simon Chervin named treas., F. Robert Petrino executive v.p.

Television Digest WITH AM-FM REPORTS
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Trade Report
January 20, 1951

'SCARE BUYING' ONLY PART OF STORY: Speeches and headlines about shortages, emanating from Washington, may be main factor in continued high level of TV-radio and appliance sales -- what Wall Street Journal calls "new wave of scare buying." But in TV trade, at least, observers see other potent factors. For example:

DuMont's Walter Stickel told Chicago convention of National Appliance & Radio Dealers Assn. that 90% of the 1,160,000 TVs sold during 1946-47-48 will be replaced this year because most were 7, 10 & 12-in. sets and owners want larger pictures. He also opined that 25-40% of 1951's retail unit volume will be in used sets.

There's much to what the DuMont sales chief says, but biggest potential still is new customers from non-TV homes -- and, happily, they're coming into the stores. Inherent appeal of TV and programs people talk about, as well as expected scarcities, are bringing in otherwise recalcitrant customers. Set sales are high despite increased prices -- and the paucity of distress merchandise and special sales would indicate continuingly good near-future outlook.

As yet, defense orders aren't sufficient to interfere very substantially with production, and manufacturers are still urging retailers to stockpile in anticipation of shortages later. Those who have the credit are doing just that.

January production figures may tell eloquent story of trends -- but only the first week's are as yet available from RTMA auditors. It isn't a typical week, either, for it included New Year's Day, with its usual hangover of absenteeism. Moreover, some factories are curtailing while taking inventory. First production week of 1951 (ending Jan. 5) shows 105,699 TVs (8268 of these for private labels) and 209,792 radios turned out. Of radios, 134,079 were home, 63,188 auto, 12,525 portable units. Both TV and radio output totals are within fraction of final 1950 week, which also was 4 days because of Christmas: 105,968 TVs, 201,482 radios.

* * * *

NARDA convention elected Mort Farr, of Upper Darby, Pa., as new president, succeeding James Lee Pryor, Wilmington, Del. At same time it named new gen. manager -- Albert W. Bernsohn, now on RCA Camden public relations staff. He takes over Feb. 1, succeeding Cliff Simpson, now heading Chicago Electric Assn. He's a former newspaperman, is currently chairman of Philadelphia Television Assn. NARDA next meetings will be June 24-25 in Chicago's Stevens Hotel.

BIG FOUR DID $1¼ BILLION BUSINESS: Annual reports with specific figures will soon be forthcoming -- but, in meantime, it's interesting to note that TV's Big Four accounted for gross factory sales of $1¼ billion or more for calendar 1950, as against a little more than $803,000,000 in 1949. Figure for 1950 is derived thus:

RCA did well over $500,000,000 (Vol. 6:52). Philco has announced in excess of $335,000,000 (Vol. 7:1), Admiral in excess of $230,000,000 (Vol. 6:51). This week, in letter to stockholders, Motorola announced sales in excess of $175,000,000.

These are over-all sales, not merely TV-radio. Their 1949 reports showed: RCA $397,259,020, Philco $214,884,000, Admiral $112,004,251, Motorola $79,065,115.

How many TVs each company turned out is closely guarded secret of each -- but good guesses would be: RCA, about 1,000,000; Philco and Admiral, between 900,000 and 950,000 each; Motorola, between 500,000 and 600,000. These could be slightly off, but they ought to be pretty good guesses; in case of Motorola, guess is based on fact that its president has stated that nearly 60% of its business comes from TV, and average factory price per set is roughly $178 (Vol. 7:2).

Thus, of TV's 7,400,000-plus production in 1950 (Vol. 7:2), top 4 companies probably accounted for well over 3,000,000. Rest of the business is divided among 90-odd other manufacturers (for complete list, see TV Factbook No. 12).

Topics & Trends of TV Trade: Editor O. H. Caldwell, of *Radio & Television Retailing*, who knows the trade better than most, raises our $3 billion estimate of 1950 TV-radio retail trade (Vol. 7:2) by considerable amount in his January edition. He totes up not merely the year's TV-radio receiver sales plus installation, servicing, warranties, as we did; he adds other concomitant items to make "annual bill of U. S. for Radio-TV" reach grand total of $4,527,000,000! Here's how he arrives at that staggering figure:

Sales of time by broadcasters (and telecasters), $496,000,000; talent costs, $80,000,000; electricity, batteries, etc., to operate radio & TV receivers, $380,000,000; 14,000,000 radio receivers, retail, $650,000,000; 7,000,000 TV receivers, retail, $2,149,000,000; 199,000,000 phonograph records, $226,000,000; 60,000,000 replacement tubes, $96,000,000; TV-radio parts, accessories, etc., $200,000,000; labor, $250,000,000.

* * * *

Mr. Caldwell estimates 101,000,000 of the 193,000,000 radio-TV receivers used in whole world are in U. S. He figures 45,000,000 U. S. homes with radios, 24,000,000 with secondary radios, 4,000,000 in business places, institutions, etc., 17,000,000 in autos, 11,000,000 TVs. He also reckons 21,915,000 phono turntables in use—78rpm, 15,400,000; 33rpm, 1,065,000; 45rpm, 2,450,000; 78 & 33rpm, 400,000; 3-speed, 2,600,000. "Seems likely," he states, "that 4,500,000 phonographs of all kinds, including those in combinations, will be sold in 1951 if manufacturers can produce that number."

If Caldwell's round figure of 7,000,000 TVs sold during 1950 is accepted, it means at least 400,000 were still in trade pipelines as of Jan. 1, 1951, since 1950 production totaled slightly more than 7,400,000 (Vol. 7:2). Figure seems too low, however, when you consider NBC sets-in-use count has total of 10,549,500 (see p. 12), whereas cumulative production since emergence of TV industry in 1946 was about 11,600,000 (Vol. 7:2).

* * * *

New manufacturer is Air Marshal Corp., 12 E. 44th St., New York. Frederick G. Gearhart, ex-Wilcox-Gay board chairman, is president, W. R. Rich, sales v.p. First set is 17-in. table, $199.95, with 14 tubes. Service plans envisage removal of chassis for repair, replacing with spare. New York Telecoin Corp., located at same address, is New York distributor.

Stromberg-Carlson has new 24-in. console with phono-jack for $675. It's companion model to 24-in. console-combination at $975, introduced last fall (Vol. 6:44).

Much the cheapest 1951 TV set prices are those advertised by Muntz: 17-in. leatherette table for $189.95, same in wood consolette $244.95; 20-in. consolette, $269.95; 19-in. round console, AM-FM-phono, $399.95.

Sylvania has increased prices of all its sets $10 to $30, has new 20-in. table model at $399.95.

* * * *

Credit procedures and techniques used by credit departments of large and small stores are explained in new edition of *Credit Management Yearbook* just issued by National Retail Dry Goods Assn., 100 W. 31st St., New York. Included are credit sales promotion, collections, expense control, customer relations, smaller store credit problems, retail credit management, credit education, bureau relations, text of Regulation W.

Thompson Products Inc., Cleveland, aircraft and automotive equipment, reported entering electronics field, manufacturing coaxial selector switches and other apparatus for military and civilian TV-radio and telephony. New Electronics Div. is headed by L. W. Reeves, v.p., engineering directed by A. L. Pomeroy.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for November: Kenneth D. Turner sold 72,000 Admiral, holds 1116; George E. Allen bought 300 Avco (Feb.), holds 900; John W. Craig bought 500 Avco, holds 500; William I. Myers bought 200 Avco, holds 200; K. R. Wilson Jr. bought 100 Avco (Oct.), holds 100; Wm. J. Halligan and wife sold 101,000 Hallicrafters, bought 16,200 for trusts (both Oct.), hold 200,600; Laurence B. Dodds bought 100 Hazeltine, holds 100; Henry Reeve bought 100 Hazeltine, holds 5700; Ernst E. Bareuther bought 8 Philco, holds 47; W. H. Chaffee bought 100 Philco, holds 429; Charles F. Adams Jr. bought 1000 Raytheon, holds 6000; John J. Smith bought 700 Sparks-Withington (500 in joint tenancy), holds 2900; Thomas H. Beacom (as trustee) bought 100 Stewart-Warner, holds 300; John F. Fennelly bought 100 Stewart-Warner, holds 200; Chester F. Hockley bought 500 Sylvania, holds 800.

Emerson stock transactions reported by SEC: Benjamin Abrams (plus foundations and trusts) received 26,612 shares as dividends, hold 292,739; Ferdinand Eberstadt received 100, holds 1100; Abraham Rosen received 220, holds 2420; Harvey Tullo received 198, holds 2178; Max Abrams received 7137, bought 1320 (for trusts), holds 93,029; George H. Saylor received 44 plus 220 in stock splitup (June), holds 484; Charles Robbins sold 400 (Oct.), holds 1500. In addition, N. Y. Stock Exchange reports Max Abrams bought 1491 Emerson in December, holds 80,000 in own name.

* * * *

Emerson Radio's consolidated net sales for fiscal year ended last Oct. 31 reached record $74,188,297, record net income of $6,514,716, equal to $3.70 a share on 1,759,610 capital shares. This compared with previous year's sales of $40,543,925, net income of $3,035,652 ($1.73), previous peaks. Earnings before taxes were $11,969,778 vs. $4,748,795 year before. Current assets as of Oct. 31 totaled $25,136,890, current liabilities $12,077,094, leaving net working capital $13,059,795 as against $9,641,617 year earlier.

Emerson directors this week approved additional compensation plan whereby 2½% of consolidated income of corporation and subsidiaries, but not less than $100,000 or more than $250,000, will be divided as follows: 50% to president, executive v.p. & secy.-treas.; 23% to 3 vice presidents and asst. treas.; 27% to 15 key employes. Jan. 17 proxy statement for stockholders' meeting Feb. 7 reveals Emerson officer-director stockholdings as follows: Benjamin Abrams, president, 220,000 shares plus 72,739 held beneficially for children, grandchildren, et al.; Max Abrams, secy.-treas., 80,000 plus 14,520 as trustee for children; F. Eberstadt, director, 1100; Richard C. Hunt, director, 704; Dorman D. Israel, executive v.p., 1364; George H. Saylor, director, 484.

* * * *

Hallicrafters earnings for its first fiscal quarter (ended Nov. 30) were $451,636 on 825,000 shares outstanding, or 55¢ per share on sales of $11,881,263. This compares with earnings of $229,766 (34¢) on 675,000 shares and sales of $5,560,206 for same 1949 period.

Dividends: Avco, 56¼¢ quarterly preferred, payable Feb. 1 to holders of Jan. 16; Tung-Sol, 25¢ common, 20¢ quarterly preferred, payable Feb. 1 to holders Jan. 15; Hallicrafters, 15¢ payable Feb. 15 to holders Jan. 30; American Phenolic, 20¢ payable Jan. 26 to holders Jan. 12.

Radio-TV stock price analysis, tabulating 115 stocks and their 1945-51 records, with dividends paid, percentage yields, is carried in February *Tele-Tech*, published by Caldwell-Clements Inc., 480 Lexington Ave., New York.

Packard-Bell reports gross sales of $18,329,437 for year ended Dec. 31, 1950, compared to $6,158,105 for 1949. Profit figures weren't issued. Fiscal year ends Sept. 30.

Count of TV Sets-in-Use by Cities

As of January 1, 1951

As New Year began, there were 10,549,500 TV sets-in-use in 63 areas containing 26,482,100 families, according to new NBC Research "census" released this week. That means just about 40% of the homes in TV areas have receivers. It also indicates increase of 704,200 sets-in-use since Dec. 1 count (Vol. 6:51). New family figures are now used, based on signals to .1 Mv/m line (about 60 miles) and *excluding overlaps*, in accordance with new measurement method adopted by NBC Research (see story, p. 1). The family figures are based on 1950 census and derived from *Sales Management* studies.

Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Ames (Des Moines)	1	195,200	33,700
Atlanta	2	311,300	86,200
Baltimore	3	473,900	265,000
Birmingham	2	252,400	37,000
Bloomington, Ind.	1	49,300	13,100
Boston	2	1,084,000	642,000
Buffalo	1	309,400	171,000
Charlotte	1	330,800	50,400
Chicago	4	1,668,400	830,000
Cincinnati	3	432,600	220,000
Cleveland	3	804,800	396,000
Columbus	3	327,300	120,000
Davenp't-Rock Island	2	205,100	38,500
Dayton	2	275,500	107,000
Detroit	3	907,200	405,000
Erie	1	84,800	40,100
Grand Rapids	1	194,500	70,000
Greensboro	1	162,100	42,000
Huntington	1	187,500	32,500
Indianapolis	1	390,200	88,900
Jacksonville	1	113,800	26,000
Johnstown	1	310,100	61,300
Kalamazoo	1	153,700	31,100
Kansas City	1	471,900	93,200
Lancaster	1	215,900	76,500
Lansing	1	206,900	40,000
Louisville	2	256,400	73,300
Memphis	1	269,900	70,100
Milwaukee	1	373,600	202,000
Minneapolis-St. Paul	2	452,900	217,000
Nashville	1	205,700	23,000
New Haven	1	515,400	130,000
New York	7	3,887,000	2,050,000
Norfolk	1	204,200	50,500
Omaha	2	217,600	55,800
Philadelphia	3	1,360,400	750,000
Pittsburgh	1	729,200	212,000
Providence	1	406,100	120,000
Richmond	1	133,700	57,100
Rochester	1	216,700	70,100
Schenectady	1	322,500	133,000
St. Louis	1	567,700	239,000
Syracuse	2	205,200	95,100
Toledo	1	300,100	75,000
Utica	1	124,100	33,000
Washington	4	450,600	220,000
Wilmington	1	106,600	53,600
Total Interconnected	**80**	**21,424,200**	**8,946,100**
Non-Interconnected Cities			
Albuquerque	1	36,400	7,000
Binghamton	1	84,100	31,300
Dallas	2	237,900	56,500
Fort Worth	1	131,900	44,100
Houston	1	307,500	59,300
Los Angeles	7	1,524,200	801,000
Miami	1	154,600	50,000
New Orleans	1	257,700	47,200
Oklahoma City	1	239,000	68,000
Phoenix	1	89,600	25,100
Salt Lake City	2	83,700	36,400
San Antonio	2	157,000	37,200
San Diego	1	182,100	76,000
San Francisco	3	974,300	143,000
Seattle	1	425,400	63,100
Tulsa	1	172,500	58,200
Total Non-Interconnected	**27**	**5,057,900**	**1,603,400**
Total Interconnected and Non-Interconnected	**107**	**26,482,100**	**10,549,500**

Two new applications for TV stations filed with FCC this week: WJJJ, Montgomery, Ala., seeks Channel No. 10, second from that city, other being WSFA for No. 6. *Kingsport* (Tenn.) *Times* and *News*, operating AM station WKPT, applied for No. 7, first from that city. The applications bring total pending in "freeze file" to 376. [For details about new applicants, see *TV Addenda 12-B* herewith.]

Washington's rumor mill kept grinding this week end, as (1) FCC Chairman Coy visited President Truman Friday, and (2) word seeped out of FCC meetings that some sort of inquiry into TV station licenses was in the works. As to first, Mr. Coy himself explained that he merely reported to the President his intention of taking a long vacation—a motor trip starting Jan. 24 which will take him and Mrs. Coy to Arizona and California, returning first week in March. He will definitely return to FCC job, Mr. Coy added. Comr. Walker will be acting chairman. As to second, FCC will announce facts sometime next week about a "constructive approach to important television problems." Best we can learn is that there may be investigation of certain direct-selling methods developing in TV, too little program balance on some stations as between network and local, and that an effort will be made to have TV licenses held by AM interests expire at same time as AM licenses. Timing of inquiry now is due to fact that TV station licenses (one-year) expire next Feb. 1. Meetings Thursday and Friday were marked by divergent views over procedure, with one faction opposed entirely to any "Blue Book" type of probe.

Petrillo warned each of the 107 TV stations not to help violate his contract with major Hollywood producers by showing post-1946 features. Jan. 11 telegram said he'd heard of deals pending, and after verbatim spelling out of applicable sections of AFM-movie contract, Petrillo declared no agreements had been reached with anyone. Best guess is he's getting ready to negotiate for new contract with producers when present one runs out this fall; also, that he's still adamant about 5% royalty from TV stations if feature movies are shown. Networks continued conferences this week on new contract with AFM locals in New York, Chicago and Hollywood (Vol. 7:2), with TV provisions also discussed. Network contract expires Jan. 31. Sure to be major bone of contention is networks' desire to make own TV films.

Mobilization-induced increase in activities of FCC field engineering and monitoring units account for almost all $225,000 increase President Truman asked for Commission in his fiscal year 1952 budget. President asked for $6,850,000 for FCC, which compares with $6,625,000 it got for fiscal 1951 (ending June 30). Activities of FCC's field engineering and monitoring can be gauged by fact that during World War II, it operated 102 monitoring stations, now has 21. For broadcast activities, President asked $1,062,038 vs. $1,077,000 last year. Budget estimates 1263 employes for 1952 vs. 1248 in 1951, 1325 in 1950.

Cadena Oriental de Radio, operating CMKW, Santiago, Cuba, is reliably reported to have placed order with GE for TV transmitter to operate there on Channel No. 7 Dec. 8. *Prensa Libre* says planners hope to have transmitter installed atop 12,000-ft. Puerto de Boniato by March and cover entire Province of Oriente. Santiago is about 750 miles from Havana, which has 2 stations *(TV Factbook No. 12)*. Bacardi y Cia., rum firm, is reported backing TV project.

If ASCAP's per-program terms are unfair, all-industry committee is prepared to support court action. At TV station meeting Jan. 18 in Chicago, further financial support was voted committee. Although ASCAP announced last month it was sending per-program contracts to stations, thus breaking off negotiations with committee (Vol. 6:50), none has yet received document.

Acute employe shortage will plague AM & FM stations in event of all-out global war, new NAB manpower report indicates. Study shows 37.2% of announcers and 24.6% of engineers are in draft-vulnerable 17-26 age group. More than one-fifth—21.4%—of radio's male employes are in this category. NAB is currently conducting similar survey of telecasting personnel.

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Television Digest

WITH AM FM REPORTS

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January 27, 1951

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NEW SETS-IN-USE & FAMILY FIGURES: Because a new yardstick of TV station coverage has been devised and generally agreed upon, and new family figures are now available, we send you herewith a new sets-in-use "census" table with breakdowns by areas as of Jan. 1, 1951. We suggest this sheet, which is gummed, be pasted over Dec. 1, 1950 table published on p. 68 of our TV Factbook No. 12. The new figures show estimated families and sets within 60-mi. radius (.1 Mv/m), displacing those previously based on 40-mi. (.5 Mv/m). Article explaining basis for new and more realistic concept of coverage appeared in this space last week (Vol. 7:3).

STRIPPED-DOWN RECEIVERS IN PROSPECT: Call it what you will -- "austerity model" or "utility" model -- the TV set of near future (radios, too) will be stripped down to bare essentials and will be replete with ingenious materials-saving developments.

Philco will unveil its answer to materials shortages to NPA officials at private Washington showing in Hotel Hay-Adams, Feb. 14. Presumably this will be the set president Wm. Balderston told Chicago distributor convention (Vol. 7:1) could save substantial quantities of cobalt, nickel, copper, aluminum and steel.

The industry is understandably shy about announcing new developments which short-cut materials bottlenecks for fear public will get impression new sets will be inferior. But there's no doubt "stripped down", materials-saving set will be vogue as year progresses -- enabling civilian production to continue and bridging gap between sparse military orders and sparse materials.

Meanwhile, distributors-dealers are quite properly urging customers to buy now and assure themselves of "pre-war merchandise."

No set manufacturer has told us he plans to make set using much-discussed electrostatically-deflected picture tube (Vol. 7:1-3). They all say they can do it, have the know-how. However, practically all CR tube makers are rushing to get this cobalt-copper-nickel-saving tube into production -- so they must have orders for it.

National Union, for instance, says it has been developing this type tube in 14, 17 & 20-in. rectangular sizes for 6 months, expects to be in full production by end of February. It says its new line of tubes "can be used in place of same sizes employing electromagnetic focusing," are "mechanically interchangeable" and have same electrical ratings as magnetic-focusing tubes they're designed to replace.

Electrostatic tube they're all talking about is new development, reported comparable in quality to present picture tube, will not degrade pictures.

Like new autos, new TVs will lose glitter. Brass, nickel, chrome will vanish from front panels. As case in point, NPA's Jan. 24 end-use regulation of nickel (M-14, as amended) provides that nickel plating cannot be used on TV-radio escutcheon plates, knobs, nameplates, decorative trim or speaker grilles.

Functional parts in TV-radio, however, continue to get good break in nickel order, being specifically exempt from end-use bans. Use of nickel-bearing stainless steel is not permitted in radio towers and radio antennas, but industry sources say little or no stainless steel is normally used in such equipment anyway.

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TV ALREADY AMONG TOP-RANKING MEDIA: If you haven't already noted the PIB Network TV-Radio Billings table for 1950 published on page 5 of last week's Newsletter (Vol. 7:3), we commend it to your attention -- not only for its amazing revelation of some $45,000,000 in TV network billings (more than 365% ahead of 1949) but in light of these significant facts:

Among first 20 advertising media in the land, as listed in full-page New York newspaper ads placed by Life Magazine this week, two of the 4 TV networks are included -- NBC-TV ranking 8th, CBS-TV 16th. Network radio, of course, has 4 positions -- CBS 2nd, NBC 4th, ABC 5th, MBS 15th -- but remember that network radio is about 25 years old whereas network TV (on limited scale) dates back only few years.

Remember, too, that there are only 107 stations, only 80 interconnected for network service, not enough circuits for even these 80 to get full network services. Indeed, projecting 1950 final network figures, we reiterate our own rule-of-thumb estimate, based on fact local and spot always mean more dollar billings than network, that the 107 stations and 4 networks during 1950 accounted for at least $100,000,000 worth of time sales (Vol. 6:52).

As landmarks toward the inevitable day when TV networks will rank highest among all media in advertiser volume, the 1950 rankings are worth reprinting from Life Magazine's ad (figures also based on PIB):

1. Life, $80,365,507
2. CBS-Radio, $70,744,669
3. Saturday Evening Post, $63,180,611
4. NBC-Radio, $61,397,651
5. ABC-Radio, $35,124,625
6. Time, $23,793,870
7. Ladies' Home Journal, $22,485,163
8. NBC-TV, $21,185,812
9. This Week, $20,328,167
10. Better Homes & Gardens, $19,631,228
11. Look, $17,765,110
12. Collier's, $17,397,066
13. American Weekly, $17,133,298
14. MBS-Radio, $16,091,977
15. Good Housekeeping, $15,373,242
16. CBS-TV, $12,797,556
17. Woman's Home Companion, $11,775,230
18. Newsweek, $10,184,717
19. McCall's, $9,940,858
20. Country Gentleman, $8,785,551

Note: ABC-TV's 1950 volume was $6,470,510, DuMont's $4,500,000 (Vol. 7:3).

* * * *

"No matter what happens to set production, TV is going to spellbind a lot of advertisers," said ANPA advertising bureau director Howard S. Barnes to Newspaper Advertising Executives Assn. Chicago meeting this week. "It's going to sop up a lot of dollars that used to go to other media."

Mr. Barnes' main thesis was that newspapers are facing "the roughest, toughest competition this business has ever seen" and that magazines and radio, as well as TV, will force them to work hard merely to keep present advertisers. He called radio "the medium that refused to be buried."

Media Records, meanwhile, this week reported newspapers had their biggest year ever in 1950, total lineage being 2,440,149,576, or 6% ahead of 1949. Automotive gained 14.3%, financial 11.6%, general 9.8%, total display 6.1%, classified 5.5%, dept. stores 4.5%, retail 4.4%.

And Printers' Ink reports $5,684,000,000 total invested in national and local advertising in 1950, up 9.3% from 1949 -- national up 10.3% to $3,281,000,000, local up 7.9% to $2,403,700,000. Newspapers accounted for 36.2% of total, direct mail 14.7%, radio 11.6%, magazines 9.1%, TV 2.8%, outdoor 2.5%.

TO PROBE 'ANATOMY' OF TV PROGRAMS: FCC action on TV programming, much talked-about (Vol. 7:3), apparently will first take form of call for conference of telecasters to "explore" problem, develop breakdown of programs by categories similar to those required in aural radio. FCC is supposed to make known plans after Jan. 29 meeting.

Certain Commission elements wanted crackdown a la Blue Book -- perhaps the citing of an egregious offender. But some commissioners want no part of another Blue Book flurry, oppose any semblance of direct program controls. Hence "round table discussion" may precede any action.

It's no secret some TV stations are over-commercialized, have been expecting some sort of FCC check-rein. Inclination has been to give them their head during lean income years, but lately the number of direct-selling, non-entertainment programs has increased, creating demand for curbs.

FCC license renewal Form 303 requires breakdowns as between commercial &

sustaining, network & local, live & kine programs, etc. Licensees must file that form in applying for renewals of current one-year licenses, all expiring Feb. 1.

* * * *

A sort of preliminary hearing on TV renewals took place before FCC at Jan. 23-24 hearings on educators' demand for TV channels, a demand partly predicated on alleged failure of commercial stations to fulfill educational functions. Into hearing record went study of program content of New York's 7 stations (Vol. 7:2).

Educational protagonists spent $3100 on study, using 8 receivers and 24 monitors in Waldorf-Astoria suite, clocking programs under direction of U of Illinois communications professor Dr. Dallas Smythe, former FCC economist, and U of Chicago sociology researcher Dr. Donald Horton. "Typical week" of Jan. 4-10 was period of study.

Already called "TV's Blue Book," because of blue cover, study purports to put commercial telecasters in equivocal light by showing:

(1) Choice of programs is limited during many hours.

(2) Crime and western drama, variety shows, sports, quizzes-stunts-contests, comprised 49% of week's 564 hours of telecast time -- while informational, science, public service, institutional, news programs accounted for only 9%.

(3) Advertising messages occupied 10% of time, with average length of 73 seconds. There were 20 "continuous commercial" programs (allegedly selling goods solely) for total of 29 hours. Categorical breakdowns were:

Drama, 25% (of which 10% was crime); variety, 14%; children's programs, 12%; sports, 10%; homemaking, 10%; quizzes-stunts-contests, 7%; personalities, 5%; news, 5% (of which 2% was moving-tape news); music, 4%; information, 3%; public issues, 2%; religion, 1%; public events, 1% (President Truman's State of Union address).

Criteria for such classifications, naturally, came under immediate fire of attorneys representing TBA, NAB, CBS. Questioning elicited that:

(1) Program was classified by "predominant theme". Thus, if it contained 51% vaudeville, with operatic arias or classical music dominating other 49%, it was classified as variety, with no weight given other portions.

(2) What's called "continuous commercial" show might be considered a service program, not merely one long commercial -- depending on predilection of the monitor.

(3) Many commercials are "untimeable" -- so interwoven into show that their length cannot really be determined.

EDUCATORS' PROPOSALS CALLED WASTEFUL: Telecasters spoke up before FCC this week for first time on educators' proposal to reserve channels for non-commercial educational stations (Vol. 6:48-49, 7:2).

And from the titles and pedigrees of the witnesses, it was apparent commercial TV also had its own considerable quota of highly qualified educators.

Testifying against educators' proposals were: CBS president Frank Stanton, ex-Ohio State psychology prof; NAB president Justin Miller, ex-dean of Duke University Law School, ex-prof at Stanford, California, USC and Minnesota; NAB research director Kenneth H. Baker, ex-psychology prof at Northwestern, Minnesota and Ohio State; Charles F. Church Jr., education & research director of KMBC, Kansas City, ex-music instructor at Bowling Green College.

Waste of valuable channels -- that phrase sums up telecasters' reactions to educators' demand that at least one vhf channel in each major city and educational center be reserved for educational telecasting for as long as 30 years.

Most of the channels would never be used if they were reserved, telecasters indicated. They glossed over educators' request for approximately 25% of all uhf channels, gave these arguments to back contention that any vhf channels reserved would be wasted:

(1) Educational institutions have been slow and reluctant to use AM & FM, and in many cases where they had licenses they dropped them.

(2) Educational groups will find it difficult to raise money for this ex-

pensive medium, lack programming and talent resources and know-how.

(3) Appeal of "straight education" programs is too limited, can't hold any significant audience.

As alternative to channel reservation plea, telecasters suggested:

(1) Educational groups compete with commercial interests for new-station licenses before FCC.

(2) Where all available channels are filled, educational groups buy time on commercial stations -- which would be far cheaper than operating their own; and that they apply for expiring licenses of existing commercial stations.

Commr. Frieda Hennock, outspoken champion of the educators, bore down hard on the telecasters. Her cross-examination of Mr. Stanton was particularly nettling, and he felt called upon to remind her he was attending hearing at his own request.

TBA president Jack Poppele is sole witness still to testify when hearings resume Jan. 30. Cross-examination of Mr. Stanton will be completed Jan. 31 when this phase of allocation hearing is scheduled to wind up.

A tentative allocation plan drawn up by Dr. Francis J. Brown of the American Council of Education provides for 56 educational stations in 50 locations in northeastern United States, without regard to vhf or uhf. It visualizes 3 educational channels in New York plus one in Newark, 2 in Boston, 3 in Philadelphia, etc.

In event there is only one vhf channel allotted to a city, the educators proposed that the facilities be shared by commercial and educational licensees on "double license" basis.

In so-called "closed" cities (such as New York and Los Angeles), where all channels are now occupied, Dr. Brown suggested: (1) Revision of present allocation plan to assign more vhf stations to the closed city. (2) Educators share station facilities or time with all commercial stations in the area. (3) "Changing the status of one of the existing stations through transfer of license or removal."

National Assn. of Educational Broadcasters served notice it will conduct extensive campaign for TV allocations with formation of "Public Interest Committee" headed by public relations counsel Edward L. Bernays and consisting of such top-drawer names as Harold L. Stassen, author Fannie Hurst, Dean Millicent McIntosh of Barnard College, Actors' Equity president Clarence Derwent, commentator Quincy Howe.

Outside FCC and CBS, very few folk in the industry take continued talk about color TV very seriously—for every day makes it more apparent both RCA-CBS controversy and FCC decision have been rendered academic "for the duration." Nevertheless, the protagonists continue to make news:

(1) RCA and intervenors this week appealed Chicago court's 2-1 decision of Dec. 22 upholding FCC's authority to approve CBS system (Vol. 6:51)—filing necessary papers, immediately approved by court, which now take case to U. S. Supreme Court. Next step is "statement as to jurisdiction" to be printed by court for its members, docketing of case, oral arguments. It looks very much like case will be decided this term—i. e., before June—because court's calendar is rather light. Arguments may come in March or April.

Appellants actually had until Feb. 20 to appeal, so moved faster than expected. They contend that adoption of incompatible color TV system and refusal to adopt compatible system were contrary to public interest and "an unreasonable suppression of competition and beyond the Commission's jurisdiction."

(2) CBS filed suit against DuMont in New York Federal Court Jan. 23, charging patent infringement in manufacture and sale of industrial color TV apparatus, asking injunction and accounting, alleging DuMont hired G. R. Tingley away from CBS labs in 1949 and he "leaked" color secrets. Complaint states CBS offered but DuMont refused non-exclusive license (such as it has with Remington Rand), and alleges DuMont sales of industrial color apparatus diminishes value of Remington Rand license.

DuMont replied its research and development is along well known engineering principles, stated with respect to complaint about Tingley: "Nonsense . . . How could it be confidential if it's patented . . ." DuMont statement adds damages would be inconsequential since there isn't much activity in color TV anyhow. DuMont color system uses 18 mc, CBS 6 mc (Vol. 6:9-10). Suit indicates probable reasons for mysterious recent meeting of Dr. DuMont and CBS president Stanton (Vol. 7:3).

(3) CBS inventor Dr. Peter Goldmark spoke Jan. 26 before American Institute of Electrical Engineers, next day talked to Cleveland Technical Societies Council. He told AIEE that CBS system permits manufacture of either moderate cost or expensive receivers, allows for "wider or narrower color gamut, higher or lower light efficiency." CBS engineer John Christensen Jan. 25 addressed engineering alumni of New York City College following color demonstration. Next meeting of New York IRE Feb. 3 will feature CBS's A. A. Goldberg on field sequential color, Hazeltine's B. D. Loughlin on dot sequential systems.

(4) Lack of interest in color issue was manifest when relatively few from heavily-attended Chicago NAB-TV meeting last week (Vol. 7:3) accepted invitation to attend CBS Wrigley Bldg. demonstration. Apparatus from Chicago and New York demonstrations, now concluded, definitely will be demonstrated in other cities later, according to CBS v.p. Adrian Murphy.

Station Accounts: Unusual local sponsorships reported this week by stations: *High C, U.S.A.*, 3 barbershop quartets with barber and tobacco shops and appliance store background, Tue. 7:30-8 on KFI-TV, Los Angeles, sponsored by Crosley Appliances and the 3 largest Crosley dealers in area; *This Is Your Zoo*, Baltimore zoo director with "Babette the Baboon" visiting children's hospital wards, Sun. 6-6:30 on WAAM, sponsored by Hauswald Bakery; *Occupation: Housewife*, playlets on homemaking, Mon.-Wed.-Fri. 1-1:10 on KTTV, Los Angeles, sponsored by Waring Products Corp. (Waring blenders) . . . New account on WABD, New York, is Lydia O'Leary Inc. (cosmetics), sponsoring *Bess Myerson Show*, Sun. 11-11:15 p.m., thru Huber Hoge & Sons, N. Y.; new spots on WABD include A. S. Harrison Co. (Preen floor wax), thru J. M. Mathes Inc., N. Y., and Atlantic City Hotel Group Advertising, thru Dorland Adv., Atlantic City . . . Benson & Hedges (Parliament Cigarettes) buys *Televiews of the News* nightly 7-7:15 on WPIX, New York, thru Kudner Agency . . . RKO Theatres and NBC stations WNBT & WNBC have signed for TV-radio campaign sloganed "Let's Go Out to the Movies" . . . American Gas Assn. has appropriated $1,700,000 for 1951 promotion, advertising and research, stressing advantages of home appliances, advertising thru McCann-Erickson . . . Kaiser-Frazer Corp. has budget of $1,500,000 for first quarter's advertising, with TV & radio included in plans . . . Continental Oil Co. (Conoco) starting extensive winter campaign, including TV, thru Geyer, Newell & Ganger . . . Among other advertisers currently reported using or planning to use TV: Fedders-Quignan Corp. (heating, refrigeration, automotive equipment), thru BBDO, Buffalo; Harrison Products Inc. (No Doz Awakeners), thru Sidney Garfield Associates, San Francisco; Mail Pouch Tobacco Co., thru Charles W. Hoyt Co., N. Y.; Doughnut Corp. of America, thru C. L. Miller, N. Y.; Grid'L Rich Inc., div. of Home Foods Inc. (Grid'L Redi pancake mix), thru J. D. Tarcher & Co., N. Y.; LeBlanc Corp., Lafayette, La. (Hadacol dietary supplement), direct; DeJur-Amsco (movie cameras, photographic accessories), thru Grey Adv., N. Y.; Five Star Mfg. Co. (Freeman Headbolt engine heater), thru Lavin Adv. Agency, Fargo, N. D.; Steuer Laboratories Inc. (Ammovess ammoniated dentifrice & mouthwash), thru Sussman & Adler Adv., Pittsburgh.

Telecasters remained mum, but agencymen are voluble on subject of TV time and talent charges raised by Kudner Agency's James H. S. Ellis in recent Detroit speech (Vol. 7:2-3). Queried by *Advertising Age*, most were quoted in Jan. 22 issue as laying blame on unwillingness or inability of agencies to do the talent job themselves. It was also revealed that complaint was first made publicly by Harry Trenner, TV v.p. of Wm. Weintraub Agency before Jan. 12 meeting of Philadelphia TV Assn. Trenner said high rates and talent costs would drive all but very largest advertisers from TV, open way for govt. control to combat monopoly. Jan. 22 *Broadcasting Magazine* editorially warned that advertisers might go to other media "unless some equilibrium is restored." *Advertising Age* editorial concluded with these words: ". . . it is even more important for advertisers and their agencies to develop somewhat stiffer backbones which enable them to resist such practices [higher costs] not only in public addresses but in the privacy of contract-signing sessions where their influence is far more effectively felt."

Advertising from Federal tax standpoint, with particular reference to current Treasury Dept. policy, is subject of 18-p. booklet by Assn. of National Advertisers, issued Jan. 24. Booklet discusses types of advertising approved for excess profits tax purposes, also refers to labor-management advertising. Copies may be had from ANA, 285 Madison Ave., New York.

Network Accounts: Procter & Gamble will sponsor Tue. 7-7:30 edition of *Kukla, Fran & Ollie* on NBC-TV, Time Inc. (Life magazine) Thu. 7-7:30 version after Sealtest drops these periods in about month; Mon. & Fri. periods continue under RCA Victor sponsorship, Wed. under Ford Dealers . . . Kaufmann Bros. & Bondy Inc. (Kaywoodie pipes) reported considering sponsorship of second half of *Frank Sinatra Show* on CBS-TV, Sat. 9-10; Bulova Watch Co. sponsors 9-9:30 portion . . . Assn. of American Banks reported under contract with Time Inc. for *The March of Time Through the Years*, possibly to be placed as cooperative on ABC-TV, with member banks sponsoring films locally.

Personal Notes: ABC elects 4 new vice presidents: Alexander Stronach Jr., TV programs; Otto Brandt, TV station relations; Leonard Reeg, radio programs; James H. Connolly, radio station relations . . . Walter Bonwit, ex-merchandising v.p. of Bonwit-Teller, son of that store's founder, joins WJZ-TV, New York, to promote dept. store use of TV . . . Mort Weinbach, attorney formerly with CBS & MCA, joins ABC as business mgr. of program dept. . . . Robert W. Sarnoff, ex-mgr. of program sales, appointed director of NBC-TV unit productions, reporting to v.p. Frederic Wm. Wile Jr. . . . Al Constant named program mgr. of KRON-TV, San Francisco, succeeding P. H. Crafton, resigned to join Richard Meltzer ad agency; E. W. Malone promoted to promotion mgr. . . . Ralph E. McKinnie, ex-CBS-TV & DuMont, named New York sales mgr., Paul H. Raymer Co. . . . J. S. Stolzoff, ex-TV-radio v.p. of Cramer-Krasselt, Milwaukee agency, resigns to join Chicago office of Foote, Cone & Belding . . . Gene Fromherz succeeds late John H. North as media director of Aubrey, Moore & Wallace, supervising TV-radio programs . . . Edgar Kobak, ex-MBS president, owner with his son of WTWA, Thomson, Ga., has purchased half-interest in *The McDuffie Progress*, local weekly . . . NBC-TV promotes Robert E. Button, Lance Ballou, George L. Ogle to Eastern network TV sales dept.

Tom Revere, 48, veteran radio adman, since 1947 TV-radio mgr. of Biow, died Jan. 24 in New York. He is survived by his wife, Mrs. Althea Lepper Revere, professor of microscopy at Stevens Tech, a son and daughter. He was a 1925 engineering graduate of Ohio State.

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First analysis of Phonevision audience indicates second week's 21 screenings pulled 569 "paid admissions"—or 27% of total possible in 300-family Chicago experiment. Submitted by Zenith to Hollywood producers whose pictures are being used, report shows low of 44 families called for service Jan. 12, high of 122 Jan. 14. Average was 81 families per day. Other interesting deductions from report, in Jan. 24 *Variety:* (1) Only 44 people asked for 4 p.m. showings—causing Zenith to change matinee to 2 p.m. on grounds later showings ran into dinner preparations. (2) Saturday night audience totaled 85 for both 7 & 9 p.m. screenings. Sunday night showings for both times totaled 95. This is considered significant since those nights are supposed to be theatre's best. (3) Most popular picture was Paramount's *I Walk Alone*, ordered by 100; next was *Voice of the Turtle*, ordered by 93.

States apparently are going to regulate theatre-TV, since closed-circuit telecasts fall into their domain rather than Federal jurisdiction. That's implication of ruling this week by New York State Attorney General Nathan L. Goldstein that theatre-TV programs can be regulated by State, just as it regulates movies shown in theatres. Ruling was at request of New York Education Board. He agreed TV broadcasts for home viewing fell within purview of Federal Govt. only.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Mobilization Report
January 27, 1951

AERO PLANTS DEEP IN ELECTRONICS: Scan their help-wanted ads in current technical journals, seeking electronics personnel, and you get hint of how deeply aircraft industry is becoming involved in electronics development and production.

While most TV-radio producers concentrated on civilian goods since last war, airplane and aero instrument manufacturers have delved so deeply into electronics that they're already major elements in procurement programs.

Guided missiles are main items, and brain of the "bird" is electronic -- ground-to-ground, air-to-air, air-to-ground.

Electronic devices guide, track, detonate.

Idea that TV-radio industry has monopoly of know-how and capacity to produce is being dispelled as electronics contracts go to new names -- and plane-making companies like Bell, Boeing, Consolidated Vultee, Douglas, Grumman, Hughes, Lockheed, Martin, North American, Northrop get into the swim. Also, instrument makers like Bendix, Delco, Sperry, Thompson. One is known to have spent $50,000,000 on electronics facilities alone.

* * * *

What does this mean to TV-radio industry?

It means they'll get fewer military contracts than some of them think, albeit an estimated $8.5 billion will be spent on military electronics during fiscal 1951 & 1952 (Vol. 7:3).

It means the TV-radio manufacturer without research and development engineers will stand way down end of line for war contracts. Air-electronics program is still primarily research and development.

It means large chunks of electronic procurement must be deleted from TV-radio industry's anticipated non-civilian "budget".

It means there will be new names in the electronics industry, and some old ones may be obscured, becoming at best mere subcontractors.

* * * *

Aviation industry's rush for electronics engineers was cogently pointed up in article in Jan. 24 New York Times, one of series on aircraft industry. It discusses radar as a new aviation field, states "the electronic engineer or technician is one of the most sought after workers in the U.S." It quotes spokesman for Glenn Martin Co. as saying:

"Thank God for the TV industry. It's trained many men who will wind up in aircraft plants if and when the production of civilian TV sets is curtailed." If TV isn't seriously cut back, or if TV-radio manufacturers find govt. contracts to "take up the slack," this spokesman sees thousands of presently self-employed servicemen "feeding into aircraft plants."

* * * *

Why electronics plays such big part in guided missile program was noted recently in Wall Street Journal:

"'Birds' are operated by remote control or radar or by mechanisms within the body of the missile...seek out their target in various ways -- 'beam riders' which follow track of radio or radar waves; by ground operators, who track missile on radar screen and direct it to target; through 'homing' devices which guide missiles automatically to target when they are within a few miles of it. Long range missiles, in addition, need navigational devices..."

Even leaving out of consideration guided missiles program, aircraft industry would be important in electronics. "Piloted planes are already becoming masses of

electronic equipment for finding and tracking targets and shooting guns at them," the Wall Street Journal stated. And New York Times noted:

"Jet-powered aircraft are packed with radar and electronic devices. Indeed, on some of today's war planes, the radar and electronic equipment aboard accounts for half the cost of the entire plane."

Mobilization Notes: President Truman named CBS chairman William S. Paley Jan. 22 as head of Materials Policy Commission to study long-range supply problems in strategic materials (mainly minerals). Five-man board was asked to report in 6-9 months on outlook for requirements and supplies, "consistency and adequacy" of present govt. policies and of private industry practices.

In a letter to Mr. Paley, President Truman wrote: "By wise planning and determined action we can meet our essential needs for military security, civilian welfare and the continued economic growth of the United States." The Commission will be responsible only to the President and reportedly was chosen from persons out of Govt. so as to be divorced from pressures of immediate defense needs. Other members: George Rufus Brown, Houston business man; Eric Hodgins, New Milford, Conn., author and editor; Arthur H. Bunker, New York, partner, Lehman Bros., bankers; Edward S. Mason, Harvard economics professor.

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Use of tin came under strict govt. control Jan. 27 with issuance of 5 distribution orders by NPA. Among restrictions applying to electronics industry: Effective March 1, capacitor foil of dimensions .00035 in. or less may not have more than 50% tin content; foil for all other capacitors is limited to maximum of 15% tin. Solder for use on electric precision instruments is permitted unlimited tin content; solder for toher hand-soldering operations is limited to maximum tin content of 40%; other soldering operations may not employ more than 35% tin (Order M-8 as amended). Govt. certification is required for all non-defense use of tinplate and terneplate (M-24). Earlier tin order (M-8), limiting civilian use to 80% of normal consumption, remains in effect.

Deliveries of molybdenum for all non-defense uses except manufacture of steel were banned temporarily by NPA Jan. 27. Small quantities of the critical metal are used in some electronic tubes. Defense priority and civilian orders for the material by high-speed steel producers were slashed by 50%. NPA Order M-33, issued simultaneously, limits molybdenum inventories to 20-day supply. NPA officials said the actions were "necessary to provide some molybdenum for highly essential production not covered by defense rated orders."

Tungsten, formerly imported from China and Korea, was placed under complete allocation Jan. 22 by NPA (Order M-30). As in case of cobalt (Vol. 6:52), all tungsten purchases will have to be cleared by Govt. after March 1 and its use in manufacture of pigments will be banned. Amount used in electron tube filaments is very small compared with quantities used in high-speed steel (including jet engines), and tube makers feel nickel and copper will continue to be far bigger shortage worry.

Gen. Wm. H. Harrison's first action as Defense Production Administrator (DPA Delegation No. 1) Jan. 24: (1) He authorized DPA, rather than National Security Resources Board, to issue tax amortization certificates permitting accelerated "write-off" of cost of new plant facilities, (2) he empowered DPA to issue certificates authorizing RFC loans for plant expansion, with agencies which previously issued the certificates (Interior, Commerce depts., etc.) continuing to make recommendations concerning loans.

Production of plastic TV cabinets and parts may be hit hard by chemical shortages, president Eli F. Jensen of Molded Plastics Co., Cambridge, O., indicated to Senate Small Business Committee Jan. 23. He said an NPA-arranged voluntary 45% cutback in amount of polystyrene available for plastics industry resulted in possibility of heavy cutbacks and layoffs in Crosley and Admiral refrigerator plants. Dr. Lowell B. Kilgore, of NPA's Chemical Division, said he expected situation to improve toward end of this year. Next day, NPA cut back by 40% civilian use of another chemical used by plastics industry, ethyl cellulose (Order M-32).

Radar-Radio Industries of Chicago Inc., 77 W. Washington St., consulting organization for TV-radio manufacturers active in World War II, has been reactivated to act as clearing house for such industry and area problems as materials allocations and priorities, manpower, selective service, pooling of hard-to-get instruments or supplies, etc. Officers are Leslie F. Muter, president; Paul Galvin, Ray W. Durst, Richard F. Dooley, vice presidents; Robert Alexander, treas.; Leonard Shapiro, attorney, secy.

Harry K. Clark, Carborundum Co. president, was appointed vice chairman of Munitions Board. He will be in charge of production management, including all defense military production programs (which includes electronics), chairman J. D. Small announced. During World War II, Clark was an official of Office of Production Management and War Production Board.

Dr. A. V. Astin, Bureau of Standards Electronics & Ordnance Div. chief, was appointed associate director of NBS. He will be responsible for activities of Divisions of Electronics, Ordnance Development, Missile Development, and the Office of Basic Instrumentation.

Price and wage control field offices of Economic Stabilization Agency are being opened in 13 cities next week, with only skeleton staffs at outset. Regional offices will be in Boston, New York, Philadelphia, Richmond, Atlanta, Cleveland, Chicago, Minneapolis, Kansas City, Dallas, Denver, San Francisco, Seattle.

Electronics, including TV, may alter 500-year-old pattern of book writing, makeup and reading, publishers fear. Ten top social scientists, summoned to New York conference last weekend, were asked by publishers to frame questions for future intensive research on this and other problems involving U. S. reading habits. Publishers conceded that book reading suffers when family first gets TV set—but they want to know whether families return to books when novelty wears off. Also under study will be possibility that magic of electronics will change future nature of books—in format, in presentation of subject matter and "in other ways now undreamed of."

Irate state legislators are stepping into dispute climaxed by National Collegiate Athletic Assn.'s one-year ban on college football telecasts (Vol. 7:2). California's state assembly voted 39-6 to ask Pacific Coast Conference schools to reconsider their new rule against televised sports (Vol. 7:1). Pending in Minnesota and Washington legislatures are measures to require state universities to televise football games. Meanwhile, Indianapolis Motor Speedway turned thumbs down on TV for this year's 500-mile Memorial Day classic.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
January 27, 1951

STOP-GAP ORDER FREEZES WAGES-PRICES: It's much too early, as we go to press, to gauge impact on TV-radio industry of Friday night's govt. order of a general freeze on prices and wages -- but these points should be noted pending specific and detailed controls definitely on the way:

(1) There are no rollbacks, since seller can charge up to highest price for any article that was in effect between Dec. 19 and Jan. 25. Since TV-radio's recent cycles of price increases occurred prior to Jan. 25, order simply puts brake on any further hikes unless specifically authorized later.

(2) Wages and salaries are frozen at those prevailing last Thursday, though specific details as to wage controls remain to come from Wage Stabilization Board.

(3) Telecasting, broadcasting and publishing rates are exempt from price freeze, along with certain farm products, professional services (such as legal and engineering), rents, real estate prices, insurance rates, public utility and common carrier rates.

(4) General order is stop-gap, admittedly, designed to halt spiraling cost of living, and it will be followed by specific formulas applicable to individual industries. It also may be followed by other controls such as further Federal Reserve restrictions on installment buying (possibly 40% down, 12 months to pay).

Full text of new order had not been released at press time, but fact that Uncle Sam means business is manifest from penalty provisions of prison up to one year, fines up to $10,000 for violations.

OUTPUT RATE POINTING DOWNWARD: First full production week of 1951, 5 days ending Jan. 12, resulted in output of 167,859 TV receivers (13,839 of them for private brands) by industry as whole -- plus 338,520 radios. It's too early to say this betokens downward trend. Figures compare with first January week's 105,699 TVs, 209,792 radios, way down due to New Years Day hiatus (Vol. 7:3).

Yet the figures could mean the production heyday of latter 1950 is over, output now gradually diminishing to possible 25% curtailment first quarter, more later. Certainly, few expect approximate 200,000-per-week average maintained through last quarter 1950 can be achieved this year.

RTMA estimates are quite eloquent, nevertheless, in that they show exceptionally high rate of radio output continuing. The 338,520 radios counted for week ended Jan. 12 run fairly close to top weeks of record fourth quarter 1950. It's possible, though, that this particular week saw substantial amounts of materials deflected from TV to radio receivers. Week's radios, incidentally, included 220,481 home, 94,452 auto, 23,590 portable sets.

If 150,000-per-week TV rate is maintained first quarter -- as some think it can be -- that means close to 2,000,000 sets. That many more for all rest of year would bring 1951 total to fully half 1950's approximate 7,500,000 (Vol. 7:2) -- and 4,000,000 sets this year would satisfy the most hopeful, could readily be marketed.

Most TV-radio manufacturers have notified RTMA they are either already conforming or plan to conform to FCC's proposals restricting oscillator radiation (Vol. 6:34-37). Answers were in response to Dec. 14 letter by RTMA president Robert C. Sprague who wrote manufacturers: "My conversations with members of the FCC and the staff have convinced me that unless the industry as a whole conforms to the new standards and further improves upon these standards as rapidly as the art permits, a solution to the problem may be sought through govt. regulatory action, perhaps even by subjecting our entire industry to some form of certification for the products of receiver manufacturers." These words were quoted by FCC Comr. Sterling to IRE and Industrial Electronics Organization meeting in Cleveland Jan. 24, in speech devoted almost wholely to industrial-scientific-medical frequencies.

Russians have been telecasting color for nearly 3 years in Moscow, *Los Angeles Mirror* reported Jan. 26 in copyrighted story. But here's the payoff: Muscovites are still waiting for black-and-white sets!

Brig. Gen. Alfred M. Shearer, in charge of Army Signal Corps supply and formerly chief of procurement & distribution, retires Jan. 31.

Topics & Trends of TV Trade: National Credit Office Inc., 2 Park Ave., New York, finds liquid position of TV, radio and electronics industry "excellent," rate of inventory "good," relationship of earnings to sales and net worth "quite satisfactory", in survey released this week. Steadily increased production facilities, despite materials shortages, are justified by defense orders which it says will offset to large extent decline in civilian production.

"The large increase in fixed investment, which occurred during 1949," NCO report states, "was financed without any increase in long-term borrowings. In fact, deferred debt during 1949 actually declined by $1,600,000. Equity capital was readily available though not used to any great extent. Part of earnings was used to finance asset expansion. Working capital is thoroughly adequate for the needs of the industry, as indicated by the fact that the indebtedness for borrowed money is very small. The relationship of total debt to net worth is sound."

Industry earnings of 4.41¢ per dollar of sales in 1949 and 4.26¢ in 1948 will be surpassed for 1950, NCO predicts, on basis of production of 7,250,000 TV and 14,000,000 radio production—as against 2,700,000 TVs in 1949 and 1,000,000 for all years prior to 1949. [Editor's Note: NCO output figures are much too low; see tables of TV-Radio Set Production: 1946-50, p. 67, *TV Factbook No. 12.*]

* * * *

Credit restrictions are blamed for holding down December furniture store business, in Harvey E. Runner's "Buyers and Sellers" column in Jan. 24 *New York Herald Tribune*. Lines particularly affected were TVs, radios, major appliances, upholstered furniture. TV-radio sales were off as much as 36% in furniture stores, 54% in dept. stores. But stores not doing major part of their business on installment basis, Runner states, reported gains in TV-radio up to 267%, in major appliances up to 323%.

Emerson raised prices $10-$30 on 5 sets in its 20-set line, effective Jan. 22. Here are new prices (increases in parentheses): 676, 17-in. mahogany table, $299.95 ($10); 678, 16-in. mahogany console, $329.95 ($10); 681, 17-in. mahogany console, $379.95 ($10); 669, 19-in. mahogany console, doors, $479.95 ($10); 666, 16-in. mahogany console, AM-FM-phono, $499.95 ($30).

* * * *

Plant expansions: Raytheon granted govt. certificate of necessity for erection of new $4,000,000 power tube plant at Waltham, 144,000 sq. ft. structure to be ready by late Oct. or Nov. . . . **Hytron** planning new $1,000,000 plant at Danvers, Mass. . . . **Sheldon Electric** (div. of Allied Electric Products Inc.) erecting 2-story addition to main building at Irvington, N. J., adding 15,000 sq. ft. by March 1 . . . **Utility Electronics Corp.** has leased 80,000 sq. ft. at 900 Passaic St., E. Newark, N. J. . . . **Sherold Crystal Co.**, subsidiary of Espey Mfg. Co., moving plant within next 60 days from Lawrence, Kan., to Kansas City, Kan., to secure more floor space and greater pool of skilled labor.

Estimated November shipments of 716,000 TV sets to dealers in 36 states and D. C. are detailed in county-by-county table issued this week by RTMA. Parallel table gives similar detail on sets shipped during first 11 months of 1950 (total 6,377,000).

Sylvania Tube Div., to promote TV-radio servicing, has launched $1,000,000 ad campaign through Cecil & Presbrey, tying in with Sylvania's *Beat the Clock* on CBS-TV, with ads in *Saturday Evening Post*, *Collier's*, *Look*, and point-of-sale kit for distributors.

Packard-Bell unveiled "Silver Anniversary" line of 7 TV sets in 26 models last week, with emphasis on 17 & 20-in. tubes. Sets run from 17-in. mahogany table at $269.95 to 20-in. mahogany console-combination at $615.

Washington distributors and dealers opened National Tele-Vet Week by presenting 26 TV receivers to hospitalized Korean veterans, mostly in Walter Reed Hospital. Idea started when George Wasserman, of George's Radio, got request for TV set to help rehabilitate triple amputee, and suggested donations not only in Washington but in other cities . . . Washington-Baltimore distributor James Simon, Simon Distributing Co. (Motorola), was host to Motorola president Paul Galvin, J. Edgar Hoover and other celebrities at cocktail party Jan. 24 to launch his campaign for a song for the capital city, backed by Motorola and *Washington Post*.

Admiral has added to appliance line a dehumidifier selling for $149.95; unit is only 30-in. high and about 1 ft. square, plugs in like electric fan, is designed mainly for use in basements, home laundries, laboratories, etc.

TV station tube costs have been figured by WTMJ-TV, Milwaukee, based on tubes used up in period between Dec. 1, 1947 and Dec. 1, 1950. Total cost of 34 camera tubes (excluding film camera iconoscopes) used during 3-year period was $40,187.40, at cost per hour for each tube of $2.47. Here are cost estimates by types: Old field camera tube Model 2P23, 10 tubes total cost $10,789, cost per hour $1.71; first studio camera tube Model 5655, 8 tubes, $10,400 & $4.15; field and studio camera tube Model 5769, 5 tubes, $6000 & $2.38; improved field and studio camera tube Model 5820, 11 tubes, $12,988.40 & $2.28. In addition, station has figured that 5 Model 1850A iconoscope film camera tubes cost $2338.20, at 29¢ per hour; 8 Model 8D21 transmitter power tubes cost $12,222, at 71¢ per hour.

BBC's ban on commercial TV-radio was reaffirmed by Govt.-appointed committee set up in 1949 to study Britain's broadcasting monopoly. Majority (7 members) of 11-man group held that TV-radio advertising would lower public taste, introduce "ulterior motive," shun educational needs and curtail opportunities for writers and artists. Committee also recommended: (1) Allocation to theatre TV of wavelengths not needed for home TV; theatre TV would be outside BBC control and probably commercially sponsored. (2) Increase yearly licensee fee (now about $5.50 on TV sets) to make TV self-supporting. (3) Extension of TV service; present TV area is confined to 40-mile radius around London and Birmingham.

Trade Personals: Ralph Hackbusch, president of Stromberg-Carlson Co. of Canada, president of Canadian RMA, reelected president of Canadian Radio Technical Planning Board, with Gordon W. Olive, CBC chief engineer, v.p.; Stuart D. Brownlee, RMA of Canada, secy.-treas. . . . Theodore A. Smith, sales chief of RCA Engineering Products Dept. last 5 years, appointed asst. gen. mgr. of dept. by technical products v.p. L. W. Teegarden, taking over duties of v.p. W. W. Watts who is now on leave as aide to Maj. Gen. Wm. Henry Harrison, Defense Production Administrator; A. R. Hopkins becomes gen. sales mgr., Barton Kreuzer gen. product mgr. . . . N. J. Peterson named sales mgr. responsible for sale of GE Tube Divisions products to Govt.; Joseph Duffield named Eastern regional sales mgr., New York . . . Dr. E. A. Lederer, ex-RCA, joins Westinghouse to head engineering for company's new electronic tube div. . . . Gil Hafner, ex-Bell Labs & Bendix, named gen. supt. in charge of production and maintenance, Hoffman Radio . . . J. B. Swan, Philco, new chairman of RTMA traffic committee, succeeding Richard C. Colton, RCA . . . Morton P. Rome, attorney, elected Emerson v.p. in charge of contract div., handling all govt. contracts . . . Gilbert C. Knoblock, adv. mgr., promoted to sales mgr. of Standard Transformer Corp. . . . Edwin Weisl named Air King adv.-sales promotion mgr.

Telecasting Notes: Pulse reports all daytime televiewing in New York up 34% in December, with TV sets-in-use daytime averaging 12.2 per quarter hour compared with 9.1 in Nov. Biggest jump was in afternoon viewing—12 noon-6 p.m. ratings up 76% in 1950 over 1949, sets-in-use between Nov.-Dec. alone rising from 12 to 16.2 . . . Total telecast time in New York increased 36% during second half of 1950 over first half, 61% over second half 1949, Pulse survey shows. Greatest increases during last 6 months have been in feature films, women's programs, musical and comedy variety, quiz, audience participation and interview shows . . . It's obvious that an MBS-TV network is remote as ever, but Mutual's new talent and package contracts contain clause prohibiting its performers from appearing on other networks—a precautionary measure to assure first option TV rights "if and when" . . . When janitors' strike closed Minneapolis schools this week, WTCN-TV telecast series of 15-min. schoolroom programs 9-11 a.m. . . . NBC's WNBT expects to be telecasting from new 222-ft. Empire State Bldg. antenna about March 1, work now half-way done; WCBS-TV, WJZ-TV, WABD, WPIX antennas due to be shipped by RCA in early Feb., ready for use from Empire State new tower within 6 weeks, while WATV still awaits FCC approval (Vol. 7:2) . . . Barnard College (Columbia U), collaborating with NBC, will offer 6-weeks non-credit summer courses in TV-radio June 25-Aug. 3, with NBC dept. heads as instructors . . . Lots of kudos, in New York area press, particularly in his native Jersey, on occasion of Allen B. DuMont's 50th birthday Jan. 29; he's also subject of "Profile" sketch in Jan. 27 *New Yorker* . . . Newspaper Guild of New York moving in to organize white collar workers at CBS-New York . . . Kansas City's KMBC has purchased 5 kw DuMont transmitter, even though freeze precludes FCC grant and construction as yet . . . Montreal City Council has authorized use of Mt. Royal for TV station, provided there be no monopoly; CBC has announced it will build station, but private interests want to do so, too . . . Additional Jan. 1 rate raises: WSAZ-TV, Huntington, base hourly rate up from $300 to $450, one-minute from $36 to $60; WHAM-TV, Rochester, $480 to $600 & $80 to $100; WICU, Erie, $350 to $450 . . . WAVE-TV, Louisville, March 1 raises base hourly rate from $300 to $400, 1-min. from $60 to $80.

Profitability of TV, or its near profitability, reported chapter-and-verse in these columns over last 2 years (see Index to 1949 & 1950 Newsletters), is borne out in symposium in this week's *Variety*, which seized occasion of NAB-TV Chicago meeting last week (Vol. 7:3) to buttonhole station operators. These facts were adduced: KSD-TV, St. Louis, in black since 1949, TV billings nearly double sister AM's . . . WWJ-TV, Detroit, cracked $1,000,000 in 1950 billings, ended year within fraction of 1% of breaking even, started this year in black . . . WFIL-TV, Philadelphia, TV business now 1½ times AM, in black since Oct. . . . WTAR-TV, Norfolk, expects to hit profit by first anniversary April 1 . . . KRLD-TV, Dallas, only 13 months old, "within a hair" of break-even point, TV rate card still under 50-kw AM card . . . WOC-TV, Davenport, began showing profit in Nov., 13 months after debut, TV gross billings well ahead of AM . . . WATV, Newark, running in black with its 95 hours per week of local shows (no network), passed sister AM (WAAT) in mid-1950 . . . WSB-TV, Atlanta, TV still slightly behind 50-kw AM but moved into profit side of ledger in Nov. . . . WHEN, Syracuse, making money, with 30 hours of live programs out of 100 per week . . . KTTV, Hollywood, now showing $25,000 monthly profit, joining KLAC-TV (Dorothy Schiff) and KTLA (Paramount) as area's money makers; *Hollywood Variety* adds that KTTV piled up losses of $1,050,000 in 21 months before pulling out of red in October.

Ideal case for partial ending of freeze was put to FCC this week when KHON, Honolulu, MBS outlet, petitioned for waiver of freeze as it applies to Hawaii and for lifting of ban on building stations there. Petition emphasizes there's plenty of mileage separation, no problems of interference, etc., that new stations in Hawaii would have no effect on final allocation plan, however it comes out. Under FCC's proposed allocation, 20 vhf channels are assigned Hawaiian Islands. KHON said it was preparing own application for station, to be filed soon. Last December, KPOA, Honolulu, filed application, but it was returned as incomplete (Vol. 6:51). FCC this week received one new application for TV—from Knoxville's KBIR, seeking Channel No. 10. Two other applications from city are pending, filed by WNOX for Channel 6 and Charles Cornell for No. 8. [For details about KBIR application, see *TV Addenda 12-C* herewith.]

Bombing and sabotage wouldn't silence U. S. broadcasting, Arthur Van Dyck, of RCA Laboratories, told winter meeting of American Institute of Electrical Engineers in New York this week. He cited these protective measures already in force: (1) Radio stations are widely dispersed. (2) There are so many of them that interchange of facilities will keep important broadcasts on the air. (3) Staffs are fully experienced in emergency operation. (4) Emergency transmitters and antennas are available to many stations. Regarding potential use of stations for "homing" of enemy planes (Vol. 6:51), Mr. Van Dyck expressed doubt that any modern aircraft navigator "would need to use broadcast station emissions to locate any city in the United States."

Value of cross-polarization to permit use of single frequency band to transmit 2 services is indicated in report to FCC by 20th Century-Fox on tests by experimental TV station KE2XKA. Report cites 13-mi. test on 6850-6875 mc between Coty Bldg., 423 W. 55th St., New York, and Rockcliff Apts., Montclair, N. J., as showing that signal suppression of 30db is obtainable, up to 40db noted. Importance of cross-polarization for theatre-TV use would allow simultaneous feed to theatres using same frequencies. Experiments also indicated, report says, that receiving antenna icing is no drawback to reception if waveguide feed and immediate surrounding area are kept free of ice. Report suggests beam of infra-red energy be directed at end of waveguide for this purpose.

Electromagnetic Radiation Control Bill (S. 537) was subject of executive session of Senate Interstate & Foreign Commerce Committee Jan. 25, with Air Force communications director Maj. Gen. Francis L. Ankenbrandt and FCC chief engineer Curtis B. Plummer as witnesses. Bill proposes to revise President's control over TV-radio stations, other electromagnetic devices, during war or emergencies (Vol. 6:51 & 7:2).

Seeking reinstatement of CP for TV, which FCC forced it to forfeit for failure to pursue construction plans diligently enough (Vol. 6:41), City of Jacksonville's WJAX this week asked FCC to consider additional evidence regarding validation of revenue certificates to finance proposed station. Florida Supreme Court has upheld validity of the certificates.

McFarland Bill (S. 658) was approved again by Senate Interstate & Foreign Commerce Committee this week. It contains provision forbidding FCC commissioners and key staffmen from accepting jobs in private industry dealing with Commission for year after leaving govt. service, also changes FCC procedures. Senate passed bill last year, but House never got around to it (Vol. 6:31-33).

Tenant can't be evicted for installing TV antenna on roof of rented house, a St. Paul justice of the peace ruled last week in what is probably first case of its kind in U. S.

MARTIN CODEL'S

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Television Digest

WITH AM FM REPORTS

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STRIKE FORCES TV-RADIO STOPPAGES: Railway tieup took toll of TV-radio production and shipments this week, with at least 3 major producers -- Philco, Admiral, GE -- and possibly others forced to shut down assembly lines for lack of transportation. At week's end, prospects for ensuing week were tied up with hopes for end of strike.

Philco halted all civilian production Wednesday, laying off nearly 12,000 at Philadelphia plants. Next day Admiral laid off 2000 of its 7000 Chicago workers, and GE laid off about 3000 in Syracuse. GE workers returned to work Friday. Philco said Sandusky receiver plant was still operating. Both Philco and Admiral estimated their normal production was down about 75%.

RCA in Camden, Motorola in Chicago, Emerson in New York kept going -- RCA and Emerson, also DuMont, merely reporting some absenteeism due to New Jersey bus strike. These and other manufacturers said they got supplies and shipped finished products via trucks, but Philco said it was largely dependent on railroads.

There was some belief shutdowns might be due partially to materials shortages not attributable to strike, though heavy items like refrigerators and shipments of TVs to distant points are largely by rail. While outlook was uncertain, no one took seriously New York Times Feb. 2 report that shutdowns are regarded as the "beginning of near-paralysis of the TV-radio and electrical appliance industries" and that "production and outgoing shipments will virtually cease within a week, according to industry leaders, if the rail stoppage continues."

DE-ICING THE FREEZE—HOW AND WHEN: Another estimate of elusive freeze-end, and what it may mean, is in order -- now that FCC has finally wound up "general issues" phase of its long-drawn-out series of freeze hearings.

"Educational" phase ended this week, which means that it and the color, mileage separation, uhf, etc. phases are at least on the record.

If all goes smoothly -- and there's good reason to believe it won't -- these would be next steps toward thawing the 28-month-old freeze:

(1) New vhf-uhf allocation plan, replacing July 1949 plan at which everyone has been shooting during hearings (see TV Factbook No. 12), will definitely be issued by FCC engineering dept., maybe within a month. That might mean by March 1.

(2) Comments and counter-comments on new plan, as it affects specific cities, will then be accepted, requiring maybe another month. That might mean April 1. (FCC has no intention of then going into another general-issues merry-go-round, intends basic principles of new plan to be final.)

(3) Hearings on allocations to specific cities would then begin, possibly in April. Make your own guess how long that will take. Chairman Coy mentioned 2 months in his recent Buffalo speech (Vol. 7:3), but we'd guess well into the summer or fall. (There were more than 300 comments filed on old allocation proposal. New plan may nullify need for many of these -- but there's no knowing yet.)

(4) Final decision to end freeze -- maybe during fall.

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(5) After decision, 60 days have been promised applicants for filing new requests, amending old. (For complete list of applicants to date, see TV Factbook No. 12 and Addenda to date).

(6) Actual grants of new stations and some construction -- at least where channel supply exceeds demand, which means the less attractive markets -- might begin trickling through by early 1952. Competitive situations, requiring hearings, will demand additional 6-12 months or more. Certainly, any existing TV market will be competitive.

* * * *

Foregoing sounds reasonable and logical, but there's many a hitch. Odds-and-ends will inevitably crop up -- not least of which may be:

(a) Hassle over policy decision on educational channel demands.

(b) Reopening of color issue after Supreme Court decision, with RCA and perhaps others demanding hearing on basis of new developments.

(c) FCC Bar Assn. oral arguments, already promised, on its objection to whole idea of fixed allocation plan; it wants city-by-city assignments, as in radio. FCC contends fixed allocation isn't hard to change, points to FM as example.

FCC could get the lead out of its jeans and beat this lugubrious schedule, in opinion of many observers who claim, perhaps unfairly, that staffers are wasting more time than usual lately -- point to recent educational hearing attendance of FCC personnel who have had little or nothing to do with whole hearing in past.

Somewhat cynically, Broadcasting Magazine speaks of FCC's "WPA projects... to keep its staff busy" for duration, notes particularly its new AT&T investigation (long distance rates) and its "Blue Book crusade" (probe into TV programming, see p. 3). Staffmen defend FCC by saying these moves have been in works a long time.

"There's a war on..." but it's a fact that to date FCC has had very little part to play in the mobilization program.

* * * *

Nature of forthcoming new allocation plan has everyone speculating. Almost certain is uhf allocation built around specific intermediate frequency (IF), presumably the RTMA-sponsored 41.25 mc. Many are expecting decreased station separation -- reductions from proposed 220-mi. vhf, 200-mi. uhf.

Fact is, we've yet to hear really convincing answer, from FCC, to testimony of Bernard O'Brien, chief engineer of Rochester's WHEC, that May 1948 proposed allocation (utilizing 150 mi. vhf) actually meets Commission's own current objectives better than proposed 220 mi. (Vol. 6:34).

This week, he seemed to make even more sense when he added uhf to his calculations, still found his contention valid, ended up with compromise suggesting 150-mi. co-channel separations in crowded East, 220-mi. in wide-open West.

* * * *

How much grants will mean, when they finally come, depends on many factors:

(1) Will Govt. permit construction? (2) Will station equipment be available? (3) Will receivers be available for new markets? (4) Will manpower be on hand for construction or station-manning?

Our recent roundup of World War II experience and expected station equipment availabilities (Vol. 6:52) still stands up. There may be fair chance for some construction, and there are supposed to be several dozen TV transmitters available for quick delivery -- with Latin American interests ordering some of these "frozen assets" and reported readying to order still more.

Hawaii's chance of getting exemption from freeze, qualifying for CPs right now because of great distance factor, brightened considerably this week as KHON's petition (Vol. 7:4) gained support at commissioner level.

Any such grants would undoubtedly spur continental applicants, such as those in wide-open Denver and Portland, to new efforts to crack ice. Who knows, maybe even Colorado's powerful Senator Johnson, the unpredictable, will promote end-of-freeze-in-a-hurry as assiduously as he promoted color-in-a-hurry!

NARTB AS 'ONE BIG TENT' WITH NEW PREXY: NAB becomes NARTB next April -- National Assn. of Radio & Television Broadcasters. It thus follows lead of Radio Manufacturers Assn., which recently became RTMA, and of Society of Motion Picture Engineers, now SMPTE. Up-and-coming TV industry, built around mere 107 stations, thus demands and gets due recognition from parent broadcasting, manufacturing, show businesses.

"One big tent" idea (Vol. 7:3) won complete endorsement at NAB board meetings this week in Belleair, Fla. New bylaws and financing plans were adopted, and three boards of directors are set up -- one not more than 14 members to govern TV, second not more than 25 to govern radio, combined board not to exceed 42 and including all the TV and radio directors plus association's top paid executives.

It was decided to seek new paid president-general manager, after acceptance of plan elevating president Justin Miller to chairman of board -- the 2 jobs combined budgeted for $75,000. Judge Miller will be relieved entirely of administrative duties, will advise on policy, appear at hearings, etc.

New president will be selected by committee comprising Allen M. Woodall, WDAK, Columbus, Ga.; Harry R. Spence, KXRO, Aberdeen, Wash.; Patt McDonald, WHHM, Memphis; Wm. B. Quarton, WMT, Cedar Rapids; Wm. A. Fay, WHAM & WHAM-TV, Rochester.

Respective boards will choose TV and Radio division directors. TV board set up at recent Chicago meeting includes Eugene Thomas, WOR-TV, acting chairman; Robert Swezey, WDSU-TV, vice chairman; W. D. Rogers, KEYL; Clair McCollough, WGAL-TV & WDEL-TV; Harry Bannister, WWJ-TV; George B. Storer, WJBK-TV, WSPD-TV & WAGA-TV; Harold Hough, WBAP-TV; Campbell Arnoux, WTAR-TV; Paul Raibourn, KTLA (Paramount).

Four networks are entitled to one member each. DuMont has already designated Chris Witting, NBC Frank M. Russell. They were at Florida meeting along with Messrs. Thomas, Swezey and Rogers; all indicated satisfaction with new setup.

Neither ABC nor CBS is NAB member, having quit last year -- but expectation is they will rejoin now, designating their TV members shortly.

Membership of at least 60 TV stations is said to be assured at outset. Dues are yet to be determined by board, with $50,000 initial payment pledged toward overall NARTB budget to cover rent (one whole floor of Washington headquarters) and services of existing depts. Tentative TV Division budget is $150,000, based on preliminary estimate of assessments of one-fourth of 1% of gross station income.

Television Broadcasters Assn. (TBA) will be dissolved, its manufacturer members urged to join NARTB as associate members. Joint conventions are set for Hotel Stevens, Chicago, April 15-19.

TV FACING NEED FOR A 'MORALS CODE': Better start boning up, Mr. Telecaster, on the radio and motion picture industry codes -- and better get your trade groups working on something such for TV. Otherwise, Uncle Sam may really slap you down -- and with plenty of popular backing.

You can be sure that FCC, in ordering conference on TV programming (Vol. 7:3-4), intends to go further than mere questions of "program balance" a la AM. After its own fashion, it will go into such sure-fire headline-provoking aspects as off-color jokes, plunging necklines, crime dramas during children's viewing hours.

They're even talking about arriving at some sort of definition of "taste". Agenda and date of conference hasn't been fixed yet, but such "normal" subjects as commercial vs. non-commercial time ratios, local vs. network, live vs. transcribed, shoppers guide programs, etc. are sure to be embraced.

FCC renewed 44 TV station licenses this week, in announcing conference to be scheduled soon after Chairman Coy returns from his vacation March 6. All licenses expire Feb. 1, 1952, all running one year. Seven others previously got licenses to that date, while 8 are still on "temporary" list because owners are involved in FCC investigation of anti-trust policy (Vol. 6:5,15,17). All others of the 107 operate under STAs (Special Temporary Authority), which usually precede licensing.

Program probe shoves into background, really puts in abeyance, Commission's proposal to limit hours stations in 1,2,3-station markets may take from any one network (Vol. 6:40-48). There's little enthusiasm for that plan now either among sta-

tions, networks or commissioners. If current voluntary AT&T-network circuit allocations work out (Vol. 6:50), belief is Commission will let network-time proposal die.

Interesting facet of deliberations leading to program conference plan was dissent of Comr. Jones from calling conference or any other FCC involvement in programming. He thinks Commission should pick right licensees initially and look them over at renewal time, regards program aberrations as symptoms, not causes.

Network Accounts: Blatz Brewing Co. will sponsor *Amos 'n' Andy* with new Negro stars, half-hour weekly on CBS-TV, thru William H. Weintraub & Co., N. Y.; time and starting date to be announced . . . Bohn Aluminum & Brass Corp. (castings, pistons & bearings) buying NBC-TV's *American Forum of the Air*, Sun. 1:30-2, thru Zimmer-Keller Inc., Detroit; starting date not determined . . . National Distillers Products Corp. (Italian Swiss Colony wine) has started sponsorship of *Famous Jury Trials* on DuMont, Wed. 9-9:30, thru Honig-Cooper Co., San Francisco . . . Lehn & Fink Products Corp. (Lysol) reported considering sponsorship of 8-8:15 segment of *Jack Carter Show* on NBC-TV, Sat. 8-9, thru Lennen & Mitchell, N. Y.; Campbell Soup Co. has cancelled 8-8:30 portion . . . Lever Bros. (Surf) will sponsor *Hawkins Falls* on NBC-TV, Mon.-Wed.-Fri. 5-5:15, thru N. W. Ayer & Son, Philadelphia; starting date not set . . . General Mills (Kix) is readying sponsorship of segment of *Ted Mack Family Hour* on ABC-TV, Sun. 6-7, thru Tatham-Laird Inc., Chicago; C. A. Swanson & Sons (poultry & margarine products) has contracted for alt. Sun. 6-6:30 portion, same agency . . . Cereal Institute, association of breakfast food processors, will sponsor *Mr. Wizard* on NBC-TV, time and starting date not set . . . Samson Hosiery will sponsor Faye Emerson & Skitch Henderson as husband-and-wife team on *Easter Parade* on NBC-TV, one time, Sun., March 25.

Station Accounts: Defense plant workers are recruited via Cleveland's WXEL by means of "commercials," describing jobs and flashing phone numbers taking applications, on regular 15-min. programs sponsored by Cadillac Tank Div., General Motors, *Bob Rowley with the News*, 3 times weekly; National Screw & Mfg. Co., *Sports Desk*, once weekly; Cleveland Pneumatic Tool Co., *Manpower Headlines*, once weekly, *Sports Desk*, once weekly . . . Besides Philadelphia's WFIL-TV, which accepts only established firms or requires certificates of approval from testing labs for direct-mail solicitation via its facilities, other stations reported to be imposing new rigid standards are: WPIX, New York; WNHC-TV, New Haven; WJAR-TV, Providence; WOI-TV, Ames, Ia. Chicago's WBKB requires $25,000 bond . . . Washington's big Campbell Music Co., to advertise DuMont TVs, Feb. 9 starts sponsoring on WTTG 13 full *Vienna Philharmonic Orchestra* concerts, Fri. 8-8:30, filmed in Vienna and Salzburg by Ambassador Films—regarded as an interesting test of acceptability of fine music via TV . . . Wheatena Corp., thru its Philadelphia distributor, using spots on all 3 Philadelphia stations, plus radio and newspaper ads, thru Brisacher, Wheeler & Staff . . . Unusual sponsor on KING-TV, Seattle, is Alaska Junk Co., using 1-min. slides to sell scrap metals, old machinery, other used and surplus equipment . . . Phoenix Hosiery Co. to use TV spots in 26 cities in campaign starting Feb. 28 leading up to Easter and Mother's Day, thru Hockaday Associates, N. Y. . . . New spot business on WABD, New York, includes Procter & Gamble Co. (Joy soap flakes), thru Biow Co., N. Y.; Stahl-Meyer Inc. (canned meats), thru Dowd, Redfield & Johnstone, N. Y. . . . Among other advertisers currently reported using or preparing to use TV: Yardley of London (lavender fragrance), thru N. W. Ayer, N. Y.; J. A. Wright & Co. (Wright's silver cream), thru Lambert & Feasley, N. Y.; Ballard & Ballard Co. (Oven Ready biscuits and food products), thru Henri, Hurst & McDonald, Chicago; Robert Hall Clothes Inc., thru Frank B. Sawden Inc., N. Y.; Dormeyer Corp. (kitchen appliances), thru John W. Shaw Adv., Chicago.

Promotion of hat sales, through closed-circuit store demonstrations—"see-yourself-on-TV"—is being conducted in New York's Wallachs Inc. chain by Frank H. Lee Co. (Lee hats) and RCA. First showing, Feb. 1, was in Empire State Bldg. store, featured personal appearance of actor Robert Montgomery. Demonstrations, 2-3 days each, will also be given in White Plains, Jamaica, Newark stores.

"Ad hucksters also rush to find strength in union," states *Wall Street Journal*. "A dozen mergers have come in 6 months. Little agencies with limited manpower cannot compete when servicing accounts using radio, TV, magazines and newspapers." To which it might have added that many agencies find 15% commission, albeit rates are higher, insufficient to maintain TV specialists.

New York's FM-only WABF (Ira Hirschmann) reports 17 advertisers sponsoring 55% of its 50 hours a week of "good music"—audience loyalty attested by fact that $6000 was subscribed for sponsorship of New Friends of Music concerts and station's *Program Magazine* is now self-supporting with ads at $125 per page.

Feb. 1 sets-in-use reported since NBC Research's "census" of Jan. 1 (Vol. 7:3): Dallas, 59,082, up 2582; Miami, 52,500, up 2500; Greensboro, 49,812, up 7812; Fort Worth, 46,237, up 2137.

PETRILLO is out to strangle TV's use of films, except on his own terms. That's for sure, and it makes industry negotiators fear for long, cold winter before new AFM-network contract is signed. At moment, existing contract has been extended to Feb. 15, with networks agreeing to make terms retroactive to Feb. 1 if reached by that date. Present contract expired Jan. 31 (Vol. 7:2-3).

Here's what Petrillo is asking: (1) Repeat fees for all kinescope recording showings, plus a 5% royalty fund based on each non-connected station's network rates. (2) Networks not to produce films for TV without AFM clearance. (3) No foreign pictures with music without AFM approval.

Petrillo also let it be known that his 1946 contract with Hollywood producers bans release of their films for TV whether made before that year or subsequently. This is recent AFM "interpretation." Just what it means to TV networks and stations, which have been using spate of such features, wasn't made known.

AFM czar also asked pay of 20% above AM rates for TV musicians. For simulcasts, he wants 50% above AM scale, $12 per man for costuming and makeup. Present TV scale is 95% of AM scale for network, 80% for local shows. Present AM scale is $18 for half hour, $23 for hour, $7.50 per hour for rehearsals—but union is asking about 50% hike in AM pay.

If and when new contract is signed, Petrillo agreed not to strike networks if Wage Stabilization Board turns him down. Under present price-wage freeze, all contracts after Jan 25 must be approved by WSB.

Personal Notes: Harry Stone, onetime mgr. of WSM & WSM-TV, Nashville, new gen. mgr. of KPHO & KPHO-TV, Phoenix, with Wm. Burton, ex-artist mgr., becoming program director . . . **Mike Dann**, NBC trade editor, shifted to NBC-TV sales dept. to coordinate program package sales . . . **Wm. A. Porter** elected president of FCC Bar Assn., succeeding **Neville Miller**. Other officers: **Arthur W. Scharfeld**, first v.p.; **Fred W. Albertson**, 2nd v.p.; **Russell R. Eagan**, secy.; **Quayle B. Smith**, treas. . . . **John M. Wyatt**, TV-radio chief of Grey Adv., and **Reggie Schuebel**, TV-radio chief of Duane Jones Adv., have resigned to form new program agency opening Feb. 1 as Wyatt & Scheubel, 40 E. 51st St., N. Y. . . . **Earl Ebi**, ex-J. Walter Thompson, named TV-radio director, Warwick & Legler, Hollywood . . . **C. Nelson Baker** now heading TV-radio, Ruthrauff & Ryan, Baltimore . . . **Mike Jablons**, special asst. to FCC Comr. Hennock, has resigned, left for trip to Europe, returns March 1 to resume post of v.p.-gen. mgr. of Gainsborough Associates, N. Y. . . . **Henry B. Owen**, president of KING & KING-TV, Seattle, named head of Seattle Office of Price Stabilization regional office . . . **Donald Fink**, *Electronics*, new chairman of U. S. preparatory committee on TV (CCIR Study Group 11); **Neal McNaughten**, NAB, chairman of both U. S. and international groups on broadcasting (Group 10) . . . **Roland W. Gillett**, v.p. in charge of TV-radio for Young & Rubicam, has resigned and left for combination vacation and business trip to Hollywood.

**Defying National Collegiate Athletic Assn.'s one-year ban on live telecasts (Vol. 7:2), U of Pennsylvania has invited TV networks to submit bids for carrying its 1951 home football schedule, Jan. 31 *Variety* reports. *Wall Street Journal* Jan. 31 story blames TV for "sabotaging the box office" at sporting events, cites 20-40% dip in current New York and Boston basketball gates, 57% drop in Chicago Stadium attendance, 25% lag in attendance at Boston Bruins hockey games—in contrast in increase in athletic gates in non-TV areas. Chicago Stadium press agent James Kearns is quoted: "Televising of our own games doesn't hurt us so much, but on Saturday nights we're competing with top video comics like Imogene Coca and Sid Caesar, basketball from New York's Madison Square Garden, and the comforts of the living room." Illinois State Legislature, fourth to get sports TV legislation (Vol. 7:4), is considering bill to ban theatre TV of games of tax-supported institutions unless games are also telecast for general public use.

Danish TV station, serving Copenhagen-Malmo area, is reported in February *Electronics* to be due on air any time now. Magazine says Danish-made sets have been demonstrated, that "components, with the exception of picture tubes, can be made by some 30 plants and assembled by about 20 others, the two groups at present employing 25,000-odd people."

More color speeches: CBS's Peter Goldmark defended his system, attacked manufacturers for not promoting it, in talk Jan. 30 to Cleveland (O.) Technical Societies Council. Hazeltine's A. V. Loughren and C. J. Hirsch will spread their gospel of mixed highs at Feb. 7 meeting of New York IRE in Engineering Societies Bldg., 33 W. 39th.

"Movies for TV" is subject and title of book by *Tele-Tech Magazine* associate editor John H. Battison, who also conducts course on subject at New York U. Author covers particularly difference between film for theatres and for TV. Published by Macmillan Co. (376 pp., $4.25).

William I. Kaufman, NBC casting director, and **Robert S. Colodzin**, TV director of Manhattan Adv. Agency, are co-authors of *Your Career in Television*, published by Merlin Press ($3.50).

Newspaper sales in TV areas have climbed second year in row, *Editor & Publisher* reported recently after second annual survey (for report on 1949 survey, see Vol. 5:49). Circulation gain by 438 daily and 97 Sunday papers during year ending Sept. 30 was: Dailies, 494,151 (morning, 201,301; evening, 379,582; morning-evening, 86,732 loss); Sunday papers, 534,897. TV area papers included in tally represented 35,000,000 daily circulation out of national total of 52,000,000, and 20,000,000 copies on Sunday out of total of 46,000,000. *Editor & Publisher* estimated 8,000,000 TV receivers in area covered by survey. In 1951 yearbook, *Editor & Publisher* estimates 53,829,072 newspapers sold daily in 1950, increase of 1,000,000 over year preceding. Number of newspapers decreased by 8 to total of 1772, magazine reports.

Comparing TV and film resolution, in January *Proceedings of the IRE*, 20th Century-Fox's H. J. Schlafly says TV's 360 lines of useful vertical resolution are equivalent to 12 lines per millimeter in 35mm sound motion picture film—whereas "in actual practice, film resolution having a limiting value of 30 to 40 lines per mm is not difficult to achieve." But he points out: "Some workers in the field believe that 'other factors affecting picture quality' [contrast ratio, etc.] . . . may eventually be so improved in the TV system that existing standards will permit a TV picture quality closely approximating that of the present-day 35mm motion picture film in spite of wide differences in the limiting value of picture resolution."

TV basketball league of own was formed by KFI-TV with aid of City of Los Angeles after UCLA and USC banded together to ask $80,000 for TV rights to home games of both schools. Teams in new league, to play 20-game schedule primarily for televiewers, have outstanding stars from professional, college and prep school ranks. KFI-TV sales manager Kevin Sweeney said cost of underwriting new basketball league will be peanuts compared to $80,000 asked by the college teams. Union Pacific Railroad, using one spot per game, is first to buy participations.

Competition from TV has hit—of all things—the bus companies, according to Morris Edwards, president of Cincinnati Street Railway Co., who says passenger traffic on city's buses last December was 6% below December 1949. "People work 5 days a week, but on weekends they stay home to watch TV, and most of the drop in passenger traffic occurred on weekends," he said.

David Sarnoff Gold Medal has been established by Society of Motion Picture & Television Engineers as annual award for outstanding contribution to TV engineering, counterpart of Society's Samuel L. Warner Memorial Award in movie and sound engineering.

"Impact of TV on motion picture industry," was given as reason for filing bankruptcy petition by owners of 2 Philadelphia theatres. Counsel told Federal Court Feb. 1 that TV had cut receipts so sharply that operating expenses could not be met.

New TV camera devices: Crane that lifts camera and cameraman up to 9-ft., 6-in., rotates 360 degrees, weighs only 2300 lbs., has been developed by NBC-TV engineer Sidney Sanner, formerly Warner Bros. special-effects man . . . Remote-controlled camera—turnable, tiltable, focusable, etc., from point miles away—has been announced by General Precision Labs, which seems to be coming up with a new TV device every few weeks. Camera has obvious use in dangerous industries such as atomic energy.

An electronic "prompter," brainchild of Fred Barton, member of *Mister Roberts* cast, has been developed at cost of some $50,000 to ease minds of TV actors fearful of forgetting lines. Script is typed in inch-high letters on big spool of paper which unwinds as actors speak.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Mobilization Report
February 3, 1951

MATERIALS—TIGHTER SECOND QUARTER: If you think raw materials are short now, you ain't seen nothing yet!

That's nub of pronouncements, public and private, by officials and materials specialists of National Production Authority, the agency that distributes what's left of materials after military takes its share.

Take cobalt: This week NPA told users of this metal how much they'd get in February, first month of all-out allocation (Order M-10, see Vol. 6:52). Some users (toys, novelties, for example) got none. Civilian durable goods industries (including TV-radio) got slightly less than 35% of amount they've been using in recent months -- and a warning that they won't have it so good again for some time.

Magnet and speaker makers were pleasantly surprised by February allocation -- many had expected half of that. Gen. Wm. H. Harrison's Defense Production Administration, which cut cobalt pie, had to shave 15% from direct defense orders, 25% from defense-connected orders (machine tools to build military equipment, etc.) to give consumer durables a break this month.

But cobalt squeeze will get tighter with each passing month. Production of jet engines, armor-piercing ammunition, atomic energy projects -- all of which use cobalt in vast quantities -- will roll faster and faster from now on, requiring more and more of available cobalt supply.

That's fair warning -- and is important reason why industry is working so feverishly on conservation measures, such as small-magnet speakers and electrostatically-focused picture tubes (see story, p. 9).

Steel, copper, aluminum, too, will be scarcer next quarter, NPA told durable goods industry Jan. 29 (see Mobilization Notes). Order limiting use of steel in appliances and other consumer goods is already in hopper. And copper and aluminum restrictions will certainly be tightened by more than a few notches.

* * * *

One answer to apparent paradox of high set production, despite materials shortages, is "lead time." Taking cobalt as example, we find that, as of this week, average of 2-3 months elapses between day cobalt arrives at magnet fabricating plant and day TV set containing same cobalt comes off production line. (Another answer to paradox is fact that farsighted set and component makers initiated conservation programs as long ago as June and July.)

One full quarter elapses, in many cases, from raw material to finished set. As shortages continue, and grow worse, this lead time will decrease. But as of now, materials shortages resulting from stepped-up military program have scarcely been felt by TV-radio manufacturers, comparatively speaking.

Shortages creep up. First they're felt by materials fabricator, then by component maker, finally by end-product manufacturer.

Our check on cobalt shows that -- under present conditions -- average of 6-8 weeks elapse between arrival of cobalt at magnet foundry and its shipment to speaker maker in form of alnico magnet. Alnico stays at speaker plant average 2-3 weeks before speaker in which it's used is sent to set manufacturer. TV-radio makers are putting some speakers in sets within hours after they arrive; other speakers stay on shelf week or two.

A leading speaker maker says his first quarter production will add up to about 60-70% of fourth quarter 1950, thanks to use of smaller permanent magnets and some electromagnets.

Several TV manufacturers have asked NPA's Copper Div. for authority to buy extra copper to convert from permanent to electromagnetic speakers. Some speaker makers say they'll make electromagnetic speakers if customer will furnish copper.

Mobilization Notes: Brains of electronics and associated industries continued to lend themselves to important jobs in govt. production, control and procurement agencies. Among those who this week began work, or were reported ready to take over govt. posts:

J. A. Milling, RCA Service Co. v.p. in charge of home products servicing, loaned on dollar-a-year basis to NPA's Electronic Products Div.

Louis H. Neimann, Sylvania's sales engineering manager, reported contemplating leave of absence to accept uncompensated job in same division.

Eugene E. Smallwood, RCA consumer products div., granted leave to head up Office of Price Stabilization housewares branch, Consumer Durables Div. Branch will have a TV-radio section.

John A. Dennis, insurance engineer—component bottleneck-breaker and trouble-shooter in World War II War Production Board Radio-Radar Div.—started work with NPA Electronic Products Div., where presumably he will have similar job.

Nathan D. Golden, Commerce Dept. Motion Pictures Div. chief, has been named director of NPA's Film & Photographic Products Div.

* * * *

Senate Small Business Committee, in report on material shortages, warned that "serious shortage of subcontracting facilities" may result from fact that "NPA and the military procurement officers have not succeeded in developing a policy and mechanism which will help bridge the gulf between civilian production cutback and a fully-accelerated rate of defense buying." Committee called for "completely-controlled material allocation plan at the earliest possible moment," also urged: (1) fuller use of "public informational techniques" by all mobilization agencies; (2) augmentation of NPA staff for more expeditious handling of work; (3) "re-appraisal of military and stockpile requirements"; (4) attempt to coordinate military requirements with NPA restriction orders; (5) military procurement plan to channel contracts to industries hardest hit by material cutbacks; (6) splitting of large contracts into smaller units for maximum spreading to small plants.

Members of mobilization committee of Association of Electronic Parts & Equipment Mfrs. participating in Washington meeting (see p. 8): Arie Liberman, Talk-A-Phone Co., acting chairman; Herbert W. Clough, Belden Mfg.; Al Delighter, Standard Transformer; S. N. Shure, Shure Bros.; Abe Shanes, Talk-A-Phone; Kenneth C. Prince, legal counsel; S. I. Neiman, publicity counsel. Committee members from sales Managers Club: Sam Baraf, United Transformer; Samuel J. Spector, Insuline Corp.; Jerry Kirshbaum, Precision Apparatus; John Hauser, Sylvania.

Firms whose plants were shut down for more than 15 consecutive days during first half of 1950 will be allowed to omit the month or months during which shutdown occurred from base period computation for copper allotment, NPA ruled Feb. 2 in Direction 1 to M-12. Similar treatment was accorded aluminum users last November (Dir. 1 to M-7, see Vol. 6:48).

Curtiss-Wright Corp. has formed new Electronics Div., headquartering in Caldwell, N. J., headed by Joseph V. Miccio, ex-controller of its Airplane Div. Engineering chief is Dr. Richard C. Dehmel, who developed Curtiss-Wright's electronic flight simulators and trainers.

Brig. Gen. Eugene Y. Elder succeeded Brig. Gen. Alfred M. Shearer as Signal Corps procurement & distribution chief on Gen. Shearer's retirement Feb. 1. Gen. Elder was Gen. Shearer's assistant.

Vastly higher U. S. production of minerals that go into electronics equipment is goal of Defense Minerals Administration, which has power to encourage production of strategic minerals through loans, tax amortization, etc. As outlined in *Wall Street Journal*, these are some DMA aims: (1) Cobalt—increase U. S. production, now less than 500,000 lbs. a year, to 4,500,000 within 18 months (nearly 7,000,000 lbs. is imported annually from Africa). (2) Copper—DMA expects producers to spend $200,000,000 on expansion in next 2-3 years. (3) Mica—DMA hopes to encourage domestic production (most of it now comes from India) by guaranteeing high "price floor." (4) Tungsten —goal is to increase current U. S. production of 4,000,000 tons a year, threefold in 2 years. Most of U. S. supply used to come from China. (5) Nickel—U. S. may reopen mine in Cuba, is investigating low-grade Oregon deposits. Most comes now from Canada.

Among unclassified military contracts for electronics and related equipment (more than $100,000) announced by Commerce Dept. for week ending Jan. 30: Through Air Materiel Command, Dayton—Gilfillan Bros., $4,529,818, indicator equipment; Super Electric Co., Jersey City, $161,-379, antenna coils. Through Navy Bureau of Aeronautics, Washington—Motorola, $493,806, radar beacons; Telephonics Corp., Huntington, L I., $129,210, radar sets (500 units). Through Navy Bureau of Ships, Washington—Waterman Products Co., Philadelphia, $432,524, oscilloscopes (600); Measurements Corp., Boonton, N. J., $412,-688, signal generators (750). In addition, GE Feb. 1 announced $1,300,000 Signal Corps contract for microwave communications equipment.

All types of components have been classified into 11 major categories by RTMA, and submitted to Munitions Board. Categories, to be used as standards by military services in drawing up electronics requirements: Transducers, Transducer Accessories, Antennas, Circuit Interrupters, Resistors, Capacitors, Transformers, Housings, Piezoelectric Frequency Control Devices, Plugs & Connectors, Hardware. Similar breakdowns are due soon to cover Electronic End Equipment, Electron Tubes & Devices, Electronic Test Equipment. Work was done by task force headed by A. D. Plamondon, Indiana Steel Products.

Scarce material supply will be tighter in second quarter, NPA officials told 27 representatives of durable goods industries Jan. 29. Specifically mentioned were steel, copper, aluminum. Among those attending conference were: Crosley sales v.p. Wm. A. Blees, with Avco's B. M. Smarr and F. J. Hughes, GE's L. H. Miller and Westinghouse Appliance's J. H. Ashbaugh. Also at meeting was IUE-CIO president James B. Carey.

Another big expansion into electronics field by an aircraft firm (Vol. 7:4): Howard Hughes has leased or optioned 50 square miles near Tucson, Ariz., reportedly for guided missiles plant to cost between $6,000,000 and $9,000,000, to employ 1400-1800 workers with annual payroll possibly reaching $35,000,000.

British use projections far more than we, to get big images, and *Wireless World's* "Diallist" suggests why in November issue: "America, with an output that runs into quasi-astronomical figures, can turn out CR tubes a good deal more cheaply than we can. We, on the other hand, seem to have advanced rather further in the technique of making reasonably long-lived, small, super-brilliant projection-type tubes." He said he knows of no British-made set with tube over 15-in. He also has good word for "spot wobble" technique of removing lines from picture (Vol. 6:32). "One might expect this to lead to a rather poorly-defined image," he says, "but I cannot honestly say that it had this effect."

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
February 3, 1951

REPLACEMENT PARTS PRIORITIES URGED: Growing gaps on replacement parts shelves led to action this week by alarmed components makers.

To assure that TVs, radios and other electronic equipment are kept in operating condition, NPA will be urged to pin priority ratings on orders for critical materials used in maintenance, repair and operating supplies. Two manufacturers' groups agreed at Washington meeting Jan. 30 to make this request.

Mobilization committees of Association of Electronic Parts & Equipment Manufacturers (Chicago) and Sales Managers Club, Eastern Group (New York), framed priority plan to be presented to National Production Authority in form of resolution next week (for list of committee members, see p. 7).

Maintenance, repair and operating supplies made from priority materials would be sold to distributors who certify parts will be used for replacement only. Proposals are similar to those made by task group from NPA's Radio, TV & Household Appliance Wholesale Advisory Committee (Vol. 7:2).

There's little doubt that NPA will issue an order to help assure supply of repair parts -- but may wait until after July when Controlled Materials Plan (CMP) is expected to be put into operation (Vol. 7:3) for action on retail level. World War II CMP gave limited priority to maintenance, repair and operating supplies.

MATERIALS & RAIL STRIKE CLOUD TRADE: Outlook for TV-radio trade grew more uncertain this week as rail stoppage forced some major factory shutdowns (see p. 1) and NPA indicated raw materials shortages are bound to grow worse (see p. 6).

Everybody expected rail service would resume soon -- but, so far as raw materials are concerned, dim ray of hope came in statement attributed to one of highest govt. officials dealing with defense production. Referring to electronics industry's ability to substitute, he said:

"Those fellows are the most ingenious workers of magic in the world. I won't be surprised if they can maintain a fairly high civilian production with the substitutes they've already told us about. There's no doubt they'll have to substitute certain metals, or there won't be any television or radio sets to speak of."

Not only Philco (Vol. 6:47, 7:2-4) but most other concerns, who prefer to keep details to themselves for the present, have substitution programs on tap -- though general attitude was expressed by one thus: "We'd rather turn out good sets and less of them if we have to. Whatever else we do, we must maintain quality."

* * * *

It's manifestly impossible to reckon, with any degree of certitude, what's in store rest of year -- though first quarter was going good until strike came. For example, third week January's output estimate jumped to 188,758 TVs, 342,586 radios, from second week's 167,859 TVs, 338,520 radios (Vol. 7:4) and first week's 105,699 TVs, 209,792 radios (Vol. 7:3) -- giving industry flying start on first quarter.

There's still hope first quarter will continue good, but second quarter is imponderable. Some manufacturers are optimistic, some pessimistic -- attitudes depending on what each thinks will be available in way of materials and components and how confident they are of conservation-substitution programs.

Oddly, Midwest manufacturers we contacted seemed to think materials would continue in good supply, Eastern manufacturers were less hopeful. For example, Hallicrafters' Wm. Halligan felt so confident he predicted possible 5,000,000 TV sets this year if international situation doesn't turn worse. That's double most pessimistic guess, 1,000,000 more than our own recent guesstimate (Vol. 7:4).

Eastern set makers feared that even substitution programs would suffer from lack of right materials, worried about major changes in circuitry required. One

major told us he was preparing to pare another 200 sets per day from his schedule, having already cut 300 per day from 1950 final quarter peak level. Another expressed fear of 50% cut in second quarter. All agreed their fate depends mostly on NPA.

Some manufacturers seemed concerned lest sales be even more limiting factor than materials, but continued high purchasing power tends to mitigate this fear. Yet it's no secret many distributors and retailers are heavily stocked, and that consumers haven't exactly been storming their doors in recent weeks.

One retailer is quoted in Retailing Daily as saying a lot of this year's sales were "borrowed" from last year. Another is quoted: "Why should a customer rush out to buy if he knows the prices are not going up?"

President Truman's tax recommendations mean higher income taxes, which could affect sales -- certainly in March! -- and there's still talk of stiffer credit regulations. Proposed tax program also embraces higher excise taxes, which would inevitably be passed on to customer, regardless of price controls.

As for conservation and substitution, they're saying little about it, don't like references to "austerity models" because it implies degraded quality. But fact is that already going into new sets are such items as: (1) Smaller magnets for loudspeakers. (2) Nickel-plated steel for receiving tube plates. (3) Polished steel instead of bronze trim.

On horizon are electrostatic tubes, electromagnetic speakers, metalized cardboard for shielding, selenium voltage doublers in place of transformers.

MID-WINTER PICTURE TUBE LINEUP: Main trend in picture tubes is now unquestionably, albeit reluctantly, to electrostatic types. As tube-makers put it, they save vital metals (cobalt, copper, etc.), they work -- and that's that. But they generally mean a lot of set-design changes, although some makers say they have some exclusive tricks up their sleeves.

Among latest promising such tubes "soon" or "in a few weeks" are DuMont, Sylvania and Raytheon -- these in addition to previously reported RCA, Lansdale, National Union (Vol. 7:1,3-4). RCA says customers who've sampled its electrostatics are happy about them.

In size trends, 17 & 20-in. rectangulars are "it," as expected (Vol. 7:1). Smaller sizes and rounds continue to peter out. Corning is sole producer of 20-in. blanks, has customers on allocation. American Structural Products (Kimble) expects to have 20s in April. Surprisingly, some shrinkage of 20-in. demand is reported by one big tube-maker, but he seems to be exception. He attributes falling-off to high price of big sets, credit restrictions.

Plans for the bigger tubes (21-in. and up) are conflicting -- with GE's 24-in. and DuMont's 30-in. still mere trickle.

RCA still has 21-in. metal-shell tube in works, but doesn't venture when it will emerge -- in fact, there was conference on it in Camden at week's end. Metal supplier Spincraft indicates 21-in. shells won't be out for couple months. DuMont says "late in year" for 21-in. metal, isn't making 17-in. metal yet. Sylvania's 21-in. plans are up in air. Corning and American Structural report 21-in. "under consideration," but won't make them unless there's more demand.

Apparently fearing some steel shortage, several tube-makers seem a bit cool towards metal-shell types. This attitude is completely unwarranted, according to Spincraft's T. J. Salow Jr. He's emphatic in reiterating (Vol. 6:41) that chrome alloy type of steel is plentiful, as it was even during World War II, and asserts it will continue to be so long after shortages of other metals curtail set production. "Steel makers are crying for this kind of business," he reports.

Some foreign business is also reported by Mr. Salow. He has sold 16 & 19-in. cones to Dutch and French manufacturers, says volume isn't great, but has been quite valuable as outlet for rounds during U.S. shift to rectangulars.

Glass blowers are ready, they say, to handle all picture tube demands in event metal does become short.

* * * *

Tube life of 3000 hours can usually be expected, writes chief engineer Art

Green of Fidelity Tube Corp. in January Radio & Television Journal. His findings point up industry's consistent caution in promising long tube life. In first post-war sets, 1000 hours was thought to be good rule-of-thumb. After couple years, 2000 hours became common figure. Now, says Mr. Green:

"Darkening of the screen is so gradual that the user cannot detect the change during 2000 or 3000 or even 5000 hours of operation. The service man is in a position at this time to show his customer, by direct comparison with a new tube, how he, the customer, can add to his viewing pleasure by simply installing a new picture tube."

* * * *

Picture tube sales up 124%, receiving tubes up 93% in 1950 over 1949 -- that's gist of RTMA reports this week.

Sales of picture tubes to set makers totaled 7,473,614 units valued at $198,737,428, compared to 3,305,673 valued at $92,402,520 in 1949. Trend to larger screens was indicated by fact 72% were 16-in. and larger, whereas only 16% were 14-in. and larger in 1949. December sales were 686,815 -- 95% being 16-in. and larger.

Receiving tube sales totaled 383,960,599 in 1950 vs. 198,753,295 in 1949. Sold for new sets were 301,483,350, for replacements 69,324,540, export 10,767,831, govt. 1,384,878. December sales were 38,326,641 vs. 23,807,281 in December 1949.

Topics & Trends of TV Trade: There won't be anything specific on TV-radio price controls for some time. That's only thing certain this second week of OPS price "freeze" (Vol. 7:4). Sometime next week, first major revision of blanket controls is expected. It will set up "margin-type" controls, according to all reports. In essence, that means higher costs or wages can be passed on to consumer.

There's some question whether manufacturer-distributor-retailer will be able to realize more dollars and cents from higher costs. Decision will make that clear. OPS will stress continuance by industry of same proportion of low-end and medium-priced items in lines.

Only call for exemption of TV-radio from price controls came this week from Emerson president Ben Abrams. He pointed to special treatment accorded TV-radio industry in excess profits tax (Vol. 6:43-51), even in voluntary price regulations (Vol. 6:51-52).

Exempted from price freeze this week were special military equipment, including communications items.

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Hoffman Radio reported high bidder (at $401,000) for assets of defunct Aireon Corp., Kansas City, being auctioned by RFC. Firm did war contract work, then made radio speakers and coin-operated phonographs. Plant was sold last December, and bid covers "right, title and interest of the RFC in the lease, leasehold improvements, office equipment, names, dies, patents, good will, trade names, trucks, merchandise inventory and electronic and engineering instruments." Bids must be reviewed by RFC.

Radio excise tax collections for all 1950 totaled $52,594,623, compared with $40,638,870 for 1949. December collections on radios, phonos, etc., which included TV fully for first time, were $5,483,963, compared with November's $5,359,960, October's $5,892,095, Dec. 1949's $4,499,451.

Philadelphia retailers sold 364,233 TV sets in 1950 with retail value of $104,942,761. This compares with 220,366 sets and $73,274,529 value in 1949. Average price of 1950 set, according to Philadelphia Electrical Assn. report, was $288 compared to $322 in 1949.

Handbook for retailers of TVs, radios, FM, records, appliances has been issued under title of *Guide to Greater Profits* by dealer trade journal *Radio & Television Retailing* (Caldwell-Clements Inc., 480 Lexington Ave., N. Y.).

TV set advertising, which may eventually top automotive (as radio did several years of its heyday), was major factor in newspaper advertising during 1950, according to Advertising Checking Bureau. From records on TV and radio set copy in 49 cities with telecasting facilities, bureau found (1) that TV set lineage exceeded that for radio sets by 9 to 1; (2) that 16.7%, or about one-sixth, of year's TV set ads and 23% of radio set ads appeared during Xmas season, Nov. 26-Dec. 30; (3) that 3 leading TV brands accounted for more than one-third total space used—12%, 11.9%, 11.3%, respectively; (4) that next 14 brands divided 43.1% of total, remainder being miscellaneous makes.

Advertising notes: Emerson ad will be printed on back of 125,000,000 Western Union envelopes in year's contract said to be first of kind . . . Philco spent $28,000,000 on adv.-sales promotion in 1950, plans to continue at same rate first quarter 1951 though year's total will probably be less, will continue indefinitely *Philco Playhouse* on NBC-TV, *Don McNeill Club* on ABC-TV, *Breakfast Club* on ABC—all thru Hutchins Adv., Philadelphia . . . Hallicrafters going in heavily for outdoor display, pushing TV via posters, bulletins, traveling displays, car cards, thru Sorenson & Co., Chicago . . . Tele-tone's new agency is Dowd, Redfield & Johnstone Inc., New York . . . DuMont placing tape-recorded series of radio commentaries by Quentin Reynolds for local distributor-dealer sponsorship.

Admiral is paying $145,000 for TV and radio broadcasting rights to 3 major *Chicago Tribune* charities sporting events this year—$22,500 each for Chicago and international finals of golden gloves boxing, March 9 & 29, and $100,000 for College All Stars-Pro League Champions grid game Aug. 27. Ad mgr. Seymour Mintz says networks haven't been arranged yet, but it's likely TV will be via DuMont, radio via Mutual.

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December sales of larger TV-radio stores in 45 large cities soared 52% over November, but were 2% below December 1949, Commerce Dept. reports. Sales in same stores were 24% higher in 1950 than in 1949. Sales of TV-radio-appliance dealers were up 32% from November to December and their December sales were 3% higher than December 1949, with sales for all of 1950 reported 27% greater than 1949. Of the 45 cities surveyed, all but 2 are in TV areas.

New national servicemen's organization was formed in Washington Jan. 28 at meeting of delegates from New York, Pennsylvania, New Jersey, District of Columbia (Vol. 7:3). Name chosen is National Electronic & Service Dealers Assn., with Max Liebowitz, Associated Radio-TV Servicemen of New York, president; Norman Selinger, TV Associates of Washington, v.p.; Roger Haines, Allied TV Technicians of South Jersey, recording secy.; Richard Devaney, Philadelphia Radio Servicemen's Assn., corresponding secy.; Vance Beachley, Midstate Radio Servicemen's Assn., Harrisburg, treas. Next meeting is March 4 in Philadelphia.

Trade Miscellany: American Structural Products Co., like Corning Glass (Vol. 6:43), is preparing cylindrical face for glare reduction, but isn't yet satisfied technique is proven . . . DuMont has cut cost to manufacturers of 17-in. CR tube from $28.50 to $26; some smaller makers are reported down to $23.50 . . . Philco, for its Accessories Div., has leased 4-story building (30,000 sq. ft.) at 1208 N. Delaware Ave., Philadelphia.

Almost half the 27,680 TVs sold in Canada up to end of October are in Windsor (Detroit) area, reports Canadian RMA. About one-third are in Toronto-Hamilton area. October sales of 4267 sets had value of $1,798,621, including taxes. AM-FM receivers continue to sell well in Canada—Ottawa Bureau of Statistics reporting 516,983 sets sold at cost of $43,471,577 first 9 months of 1950.

Ottawa reports have it that Canadian Govt. may call off Parliament-approved loan of $4,500,000 to enable CBC to build telecasting stations in Montreal and Toronto, thus freezing TV prospects in the Dominion for the duration. Reports are based on stepped-up requirements of armed forces for electronics equipment. Official announcement is expected soon.

Aerovox has borrowed $3,000,000 from Prudential Insurance Co. on 4¼% note running to Jan. 1, 1966, and calling for annual repayments of $200,000 starting Jan. 1, 1952. Of the borrowing, $1,769,999 was applied to retirement of outstanding notes held by Prudential.

RCA Victor Ltd., Montreal, and Warner Alemite Corp. of Canada, Belleville, Ont., have been authorized by Canadian Broadcasting Corp. to operate low-power experimental TV stations—former on Channel 5, latter Channel 10.

International GE reports its 10-day closed-circuit demonstration of TV in Helsinki dept. store, viewed by more than 10,000, made such hit that Finnish interests hope to have TV in time for 1952 Olympic Games there.

Avco (Crosley) has sued Admiral in Chicago Federal district court charging latter's promotion of "Servador" infringes on Crosley's "Shelvador" refrigerator trademark.

Trade Personals: Earl W. Muntz, ex-executive v.p., elected president of Muntz TV Inc., Thomas E. Courtney becoming board chairman . . . Wm. D. Stroben, ex-Thor Corp., appointed adv. mgr., TV & radio div., Sylvania . . . John T. Burdick, ex-mgr. of central lighting sales div., Chicago, named director of all Sylvania Midwest sales, including TV-radio div. . . . Samuel Olchak, Air King adv. mgr., one-time with Tele-tone, promoted to asst. sales mgr. . . . John B. Taggart, ex-RCA Camden, appointed managing field engineer for Work-Factory Co., management consultants . . . Ivar G. Blackberg promoted to chief purchasing agent, Stewart-Warner Electric, TV-radio div., now in process of moving from main Chicago plant to new plant at 1300 No. Kostner Ave. . . . Arthur A. Currie named field sales mgr., Sylvania TV-radio div. . . . Allan Easton, ex-Tele-tone, appointed chief of microwave section, Radio Receptor Co.

Financial & Trade Notes: Sparks-Withington, for 6 months ended Dec. 31, or first half of its fiscal year, reports sales of $14,015,516, profit after all charges of $515,991 or 56¢ per share after preferred divided requirements. It declared dividend of 20¢ a share payable Feb. 22 to holders Feb. 7, first since recent proxy fight which resulted in changes in board and management (Vol. 6:44). Dividend is double last one paid Oct. 5, 1950. Sales for same 1949 period were $8,599,589, net profit $183,183 (19¢).

Muntz TV Inc. reports profits of $533,953 after all charges for 9 months ended Dec. 31, equal to 33¢ per share on 1,013,994 shares of common stock outstanding. Sales for period totaled $18,643,507. No comparable figures are available since company was organized as Delaware corporation in May 1950. Dividend of 15¢ has been declared, payable Feb. 28 to holders of Feb. 15. Company reports it's producing 12,500 TVs per month, average $3,000,000 gross sales monthly, with enough supplies to continue through April.

Bendix Aviation reports 1950 sales of $219,419,794, net profit of $16,954,116 ($8 per common share) vs. $182,674,462 sales and $11,086,781 ($5.23) in 1949. Aircraft equipment amounted to 49% of total volume, automotive products 30%, which means that undisclosed TV-radio volume must fall somewhere within remaining 21%. Backlog of unfilled orders was reported at $336,000,000, compared with $165,000,000 in 1949. Net working capital as of last Sept. 30 was $83,690,011 vs. $73,328,670 year earlier.

Kaye-Halbert has registered with SEC new issue of 120,000 Class A $1 par common to sell for $5, proceeds to be used for expanding production and sales. Company showed net earnings of $99,500 for fiscal year ended Sept. 30, 1950, or about 75¢ per share, and v.p. David Kaye states earnings for last 1950 quarter will compare favorably with whole of previous fiscal year.

Dividends: Avco, 15¢ payable March 20 to holders Feb. 23; P. R. Mallory & Co., 30¢ payable March 10 to holders of Feb. 21; Standard Coil Products Co., 25¢ payable Feb. 15 to holders of Feb. 5; Westinghouse, 50¢ payable March 5 to holders Feb. 13; Blaw-Knox, 25¢ payable March 13 to holders Feb. 15.

Olympic Radio's 1950 profit is indicated at around $1,250,000, or about $3.70 per share of 338,263 common shares outstanding, total sales having been about $21,500,000. This compares with 1949 net earnings of $578,163 ($1.70) on sales of $9,699,672.

General Instrument Corp., for 9 months ended Nov. 30, reports $18,509,489 sales, $769,247 net profit after all taxes ($1.58 per share), as against $9,017,196 sales, $62,652 loss for same 1949 period. Quarter ended Nov. 30 resulted in $282,080 profit (58¢) vs. $201,779 (41¢) same period 1949.

Packard-Bell first fiscal quarter earnings (Oct. 1 to Dec. 31) were reported to stockholders as $736,381 net after taxes, or $1.25 per share on 588,000 shares outstanding, compared with $221,318 for comparable 1949 period. Sales for quarter were $7,355,807, compared to $2,921,380.

Trav-Ler reports its 1950 earnings will be about $1.50 per share, not allowing for excess profits tax, compared with 53¢ in 1949.

Muter Co. reports net income of $931,299 for 10 months ended Oct. 31, 1950, equal to $1.57 per share on 592,000 shares outstanding.

New York Stock Exchange reports John B. Huarisa, executive v.p. of Admiral, has reduced his direct holdings to 89,442 shares because of gift of 6000 during December.

Sprague Electric Co. sales and earnings for 1950 are estimated at nearly double 1949 totals of $15,300,000, or $2.48 per share, in analysis by Joseph Mayr & Co., N. Y.

Telecasting Notes: TV covers markets with effective buying income of $130,898,000,000, according to NBC market data presentation issued this week in conjunction with its Jan. 1 census of TV sets (Vol. 7:3). Based on 1950 *Sales Management* buying guide, study shows TV covers: (a) 26,482,000 families, or 61.8% of U. S. total of 42,844,000. (b) 90,548,000 persons, or 60.7% of total population. (c) $84,942,000,000 retail sales, or 66.3% of U. S. total. (d) $20,455,000 food sales, or 67.7% of total. (e) $2,413,000,000 drug sales, or 66.4% . . . "Must" reading for your commercial and program depts.: Special section of Jan. 29 *Sponsor Magazine*, devoted to daytime TV, covering basic facts and figures, soap operas, daytime spot and network programming, 14 capsuled result stories . . . Lucky Strike reported cancelling all radio spots (about $1,000,000 worth) due to heavy budgeting for TV, now some $6,000,000 annually . . . Chicago White Sox and Cubs have both agreed to telecasts of 1951 games, with WGN-TV getting 58 daytime home games of former, WGN-TV & WBKB splitting Cubs schedule; sponsors will be announced soon . . . New York's WPIX signs for all Giants' home games, to be sponsored by Chesterfield . . . Detroit's WJBK-TV is latest to report educational tieup (Vol. 7:2), on Feb. 4 starts seminar called *University of Detroit Round Table* . . . Show that started 10:30 p.m. Saturday, signed off 6 a.m. Sunday, Jan. 27, got lots of DX reaction for KPRC-TV, Houston, resulted in $20,155 collected for March of Dimes . . . Purchase of several Hollywood theaters reported under consideration for expanding NBC-TV—would permit more kine-recording, too . . . Indianapolis' WFBM-TV moves into new Radio-TV Centre Bldg. about March 10, housing 40x60 ft. and 30x40 ft. studios 2 stories high . . . WHBF-TV, Rock Island, Feb. 15 raises one-min. announcement rate from $35 to $50 . . . Local high school and other *Bands in the Making* provide good Sun. 2:30 p.m. program by that title on KFI-TV, Los Angeles . . . Blair TV Inc. has opened Jacksonville office, managed by Harry E. Cummings, and has named v.p. Lindsey Spight to head San Francisco operations, now entirely separated from radio.

Long-germinating FM "inquiry" by FCC, covering special uses of stations for Muzak-like programs, transitcasting, etc., broke into open this week when Commission sent letters to several stations, asking them to tell why "functional music" operations are legal and/or in public interest—leaving strong implication FCC doesn't think they are. Stations queried: WLRD, Miami Beach; WFMF, Chicago; KDFC, San Francisco; WACE-FM, Chicopee, Mass. Similar action is expected soon in transitcasting, storecasting.

Analysis of uhf receiver performance, by FCC lab chief E. W. Chapin, was last subject in general-issues phase of FCC allocations hearing ended Jan. 31. Study was based on 5 experimental units sent FCC by manufacturers. His conclusions: "Considerable progress has been made . . . particularly in the direction of adcquate sensitivity. However, at this time it is most apparent that there is considerable difficulty with oscillator radiations and spurious responses."

Total of 41,902,700 radio families in U. S., or 95% of grand total of 44,108,100 families, is estimated by NAB—based on *Sales Management* figures. This is 1,201,000 more than Jan. 1, 1950. Total TV sets-in-use, as of Jan. 1, 1951, estimated by NBC Research, was 10,549,500 in 63 TV areas embracing 26,482,100 families (for area breakdowns, see Vol. 7:3).

Sylvania pleaded "nolo contendere" in Federal district court, Harrisburg, Jan. 30, and was fined $2500 for operating TV station in Emporium, Pa., without FCC permission (Vol. 6:42-43).

End of educational TV hearing this week found CBS president Frank Stanton insisting, under cross-examination, that educators make their justification for channels on a community-by-community basis. Flatly opposed to blanket nation-wide reservation for schools, Stanton thought FCC might want to hold a channel in a specific city while educational applicant took year or so to acquire funds, but that's as far as he'd go towards reservation. Meanwhile, Sen. John Bricker (R-O.) introduced resolution Feb. 1 (S. J. Res. 28) directing FCC to "make a full and complete study" of subject and to "give consideration to the allocation of at least one frequency within each State or suitable geographic region" for educational TV. And Rep. James Dolliver (R-Iowa) introduced H. J. Res. 148 for same purpose. Comr. Hennock plugged away for reserved channels in Feb. 1 speech before Women's National Democratic Club in Washington, while educators' counsel Telford Taylor argued for support of educational stations with tax money and private endowment in Jan. 28 *New York Times Magazine* article. On other side, *Times*' Jack Gould took educators to task for "loading" their analysis of commercial programs (Vol. 7:4).

Appeal from FCC's color decision, filed by RCA and intervenors last week (Vol. 7:4), will be answered by FCC Feb. 5 when it files motion asking Supreme Court to affirm lower court's decision in its favor (Vol. 6:51). Appellants then have 20 days in which to respond to Commission's latest motion. Since Supreme Court is in recess until Feb. 26, its action (either granting RCA, et al, oral argument or agreeing with FCC) isn't expected until March 5 at earliest. If oral argument is granted, date for hearing will be determined by condition of Court's calendar. If Commission wins, lower court's restraining order (forbidding commercial operation of CBS system until April 1) is voided immediately.

Color demonstrations: CBS and Remington-Rand collaborated in effort to "sell" system to military during showings this week in Washington's Carlton Hotel. Atlanta, Ga., public saw CBS color in Municipal Auditorium showings this week, preliminary to surgical demonstrations sponsored by Smith, Kline & French for Atlanta Graduate Medical Assembly over weekend. WSB-TV, Rich's Dept. Store and Board of Education assisted in public showings.

Revocation of 3-year-old experimental TV station KG2XBI, Lancaster, Pa., was ordered by FCC this week on grounds operation by group of RCA tube plant engineers, known as Conestoga Television Assn., didn't comply with rules. Station, put into operation in 1948, picked up Philadelphia TV programs, rebroadcast them via uhf.

Fourth week of Phonevision tests in Chicago saw 505 orders for 21 screenings from the 300 "test homes," according to Zenith analysis reported in Jan. 31 *Variety*. This compares with 561 orders third week, 569 orders second week (Vol. 7:4). Saturday & Sundays still remain top "boxoffice" days—with 195 fourth week, 206 third week.

New and Better TV Map

New Television Map of the United States, revised to Jan. 15, 1951, and considerably improved, has been published by *Television Digest*, and one copy was inserted with our Jan. 15 *TV Factbook No. 12*. It makes an excellent wall-map, or can be used as a working outline. It's 22x26 in., in color, shows locations of and lists all operating TV stations with present and projected network routes. Because of demand for extra copies, we have had more published and they're available at $1 each. Quantity prices on request.

MARTIN CODEL'S

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WITH AM / FM REPORTS

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WHAT 25% EXCISE TAX WILL MEAN TO TV: Immediate spurt in set sales, upsurge in TV audience telescoped into early months of 1951 -- then a "feast to famine" letdown.

That seems to be industry's prospect, as result of Treasury Dept.'s Feb. 5 proposal to hike manufacturers' excise tax from present 10% up to 25%, not only on TVs and radios but on phonographs, records, refrigerators, other appliances.

Inventories are available for heavy buying wave (see Trade Report, p. 8), but nobody is happy about this roller-coaster way of doing business. But, then, a sales slowdown is foreseen anyhow later in the year when war orders are expected to circumscribe all civilian production.

Treasury's plan has already started rush to buy, as same news did for several months before 10% excise went into effect last Nov. 1. Everybody agrees that after tax becomes effective, probably in mid-summer, sales will drop -- but hard.

Administration's tax program would also impose 20% excise on autos, $12 per gallon on liquor, 10¢ per pack on cigarettes, 3¢ per gallon on gasoline; would jump corporation rates from 47% to 55%; would lift current 62% ceiling on combined corporation and excess profits tax up to 70%; would levy higher personal income taxes.

It's not a fait accompli, of course, and some opposition may arise -- but President Truman has evinced his determination to raise the needed revenues by every possible means -- and the Treasury estimates foregoing categories alone will bring in about $10 billion ($3 billion from the new excises).

Building up among business men, and some Congressmen, is sentiment for general sales tax, supported by NAM. Latest in favor is National Assn. of Music Merchants, which resolved at board meeting in Washington this week to recommend "national retail sales tax" instead of higher excises -- on grounds sales tax is one public knows about whereas an excise tax is "hidden". NAMM embraces many retailers heavily in TV-radio business.

Another proposal, submitted to House Ways & Means Committee Feb. 9, asks for 5% manufacturer's excise on all products except foods -- made by Thomas N. Tarleau, Commerce & Industry Assn. of New York. Committee resumes tax hearings Feb. 14, hears more govt. and industry spokesmen.

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Impact of such a heavy excise tax would be serious, indeed. Whereas recent 10% factory excise meant about 6% price increase at retail, proposed 25% levy would mean at least 15% at retail. Thus a $300 TV, on which tax of about $18 is now paid, would cost customer $45 or more.

Retailers have various ways of hiding this tax, either absorbing it in list or combining it with installation-warranty -- but any way they do it, the customer must pay, and this is only one facet of recent wave of price increases.

Most affected industries reacted sharply to the news, TV-radio arguing:

(1) Tax becomes self-defeating, if object is revenue, since higher costs discourage buying, thus lessen income to Govt.

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(2) Tax raise is discriminatory, since no changes are recommended in levy on movie admissions, jewelry, cosmetics, furs, other luxury items. It also falls hardest on people with low incomes, to whom TV means most for home entertainment.

(3) Electronics industry must be kept free of sales obstacles, so as to keep its "army of workers" mobilized for defense jobs ahead.

Treasury's main contention is that it's best to hit consumer durable industries because they're big users of "materials that will be in short supply." It counters discrimination plea by noting other taxes are on retail prices, go as high as 17-20%. Since purpose is also to combat inflation, Treasury feels impact on low-income group is all to the good.

One govt. fiscal expert said that higher prices for other goods and their reduced output, notably of autos, might free more money for TV purchases.

'ROUGH DRAFT' OF NETWORK EXTENSIONS: AT&T's thinking about TV network expansion beyond this year is indicated in Winter 1950-51 issue of Bell Telephone Magazine by engineers Richard D. Campbell and Earl Schooley. Contemplated links, all microwave, are merely "under consideration," aren't final, aren't set for any specific date.

For this year's expansion schedule, see map with TV Factbook No. 12; it's all definite, except Rochester-Syracuse circuit which has been postponed to 1952.

Routes into "virgin" Southwest, other non-connected areas, are most interesting facets of contemplated extensions outlined in article:

Kansas City-Wichita-Oklahoma City-Ft. Worth-Dallas-Austin-San Antonio, with spur to Tulsa; Seattle-Portland; Yakima-Walla Walla-Spokane.

Additional links contemplated for interconnected cities, present circuits in parentheses: Richmond-Charlotte (2 southbound coaxial); Charlotte-Atlanta (2 southbound -- 1 coaxial, 1 microwave); Cleveland-Erie (2 eastbound coaxial); Erie-Buffalo (1 eastbound coaxial), Pittsburgh-Columbus (none direct); Dayton-Huntington-Charleston (Cincinnati-Huntington now has private microwave); Chicago-St. Louis (2 coaxial -- 1 each direction); Los Angeles-San Diego (1 off-air).

TELECASTERS COMING OUT OF THE RED: Quote from a successful TV station operator:

"Any telecaster who isn't operating in the black by now had better get the hell out of the business."

Our own list of profit-makers grows steadily (see Index to 1950 Newsletters, also Vol. 7:4) -- and it's no secret that time is at premium now on most stations, while rates continue to go up.

Best guess is that only the 4 networks, a few if any of their owned-and-managed stations (NBC 5, ABC 5, DuMont 3, CBS 2½), not more than a dozen of the 107 TV stations in the United States are still in the operating red.

Many must yet amortize past losses, and some aren't able to write off heavy depreciations yet -- but they're on the way. For example, Billboard reports that Crosley's 3 Ohio stations are now definitely in the operating black, after 27 months of losses totaling $1,314,000 on plant investments aggregating $3,500,000.

Several stations besides the network keys, or such exceptional operations as DuMont's WDTV in Pittsburgh, have gone well over gross of $1,000,000 during 1950.

And this week we learned of one station, less than 2 years old in city of less than 300,000 population, which last year achieved $1,000,000 gross, as against sister AM's $900,000 -- net unrevealed, but it's fair to assume it was substantial.

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Income outlook for TV-AM-FM stations may be good for 1951 -- but labor situation is going to be tough. That's view of NAB employer-employe relations director Richard Doherty, expressed Feb. 9 in speech before Georgia broadcasters.

Besides military draft, stations will suffer from wage freeze, expected manpower controls -- freeze encouraging employes to jump to higher-paying stations and to critical defense jobs, manpower controls nudging them toward "essential" industries. Doherty urged broadcasting-telecasting be continued on government's "essential" list, suggested stations fill vacancies "from within" if possible, develop new employe sources, call on FCC for relaxation of rules for engineers if necessary.

RCA SHARES CONSERVATION KNOW-HOW: Big RCA, which licenses practically entire TV-radio industry through its patent pool, this week sent a significant document to all set and tube manufacturers.

Entitled "Conservation of Critical Materials," it summarizes results to date of RCA engineers' intensive crusade to save scarce items and offers the fruit of 8 months research to all other manufacturers.

Riddle of January's heavy output of TV-radios (see p. 8) is at least partially solved by covering letter from RCA president Frank M. Folsom, which says, in part: "Without these important savings of restricted materials already achieved, our industry could not have attained the relatively high production of TV and radio receivers during the month of January."

No reduction in performance and quality of receivers has been forced by conservation measures, RCA assures. Rather than reduce number of components, RCA chose to redesign the components "to take full advantage of any new non-critical materials not previously used." Receiver itself has been redesigned to use "minimum amount of critical material."

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Giving credit to "many manufacturers of sets and components" for making "major contributions" to conservation of scarce materials, Folsom's letter urges others to "join us in earnestly pursuing this conservation program, not only for the resulting substantial savings in vital metals, but also to demonstrate to our govt. officials the industry's resourcefulness in this time of emergency.

"Only by doing everything possible to help itself can the industry feel morally justified in asking the help of govt. agencies in supplying sufficient critical materials to permit continued production of peacetime products, which in turn enable us to hold together our technical skills and our trained workers until they are needed to produce electronic equipment for the military services." Letter concludes with offer to answer any manufacturer's questions on conservation steps.

Meanwhile, Philco prepared to demonstrate its "conservation" TV set -- which also saves large amounts of scarce materials -- to NPA and other govt. brass in Washington next week (Vol. 7:2-4).

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Electrostatic picture tubes and redesigned speakers are two of the major developments, but by no means the only ones. Together, the two will reduce cobalt content in average TV set by almost 90%, RCA says -- a saving of more than 300,000 pounds of alnico per 1,000,000 receivers.

Redesigned speaker (Vol. 6:52, 7:2) is already in use by RCA, and electrostatically-focused picture tube (Vol. 7:1,3-5) will be used by RCA beginning in second quarter of this year in 17-in. rectangular sets. "By the end of the second quarter of 1951 it is planned to be completely changed over to electrostatic focusing on all sets," the report says.

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Here are some of the savings already worked out by RCA engineers -- many of them incorporated in sets presently in production:

Speakers: Alnico V speaker magnet (content 24% cobalt, 14% nickel, 8% aluminum, 3% copper, 51% iron), which formerly averaged 2.5 oz. per speaker, has been cut to average 0.75 oz., with largest magnet now used weighing 1 oz. This saves 70% of alnico; other speaker redesign measures save 35% steel, 90% brass.

Picture tube focusing: Electrostatic focusing (in place of alnico magnet) saves 5 oz. of Alnico V, 5 oz. of zinc, 8 oz. of steel. "When we have completely changed over to electrostatic focusing...the total [reduction in use of Alnico V in speaker and focusing] will be from 7.5 oz. to 0.75 oz.," RCA states.

Copper has been saved in these ways: Power transformer specifications have been changed, saving 0.19 lb. per transformer. (Other manufacturers are reported eliminating power transformer entirely by use of selenium voltage doubler.) Hook-up wire has been reduced from 22 to 24 gauge, a 33% saving in copper.

Savings in components RCA buys: Cup over end of picture tube on back of cabinet has been changed from aluminum to plastic. Shorter mounting bushings on some

variable controls save about 10% of brass in controls. Reduction in length of copper wire leads on capacitors saves 20% copper. Copper-clad steel wire leads are used instead of copper wire on wire-wound resistors and chokes. Alnico III magnets (no cobalt) are used instead of Alnico V for beam-benders.

Electron tubes: RCA gives details of nickel-plated steel strips (Vol. 6:49) used instead of pure nickel for tube plates. Nickel-plated Armco iron and low-nickel content stainless steel substitutes for pure nickel wire and copper wire in many tube components. Also being developed are facilities for use of 20% tin content solder in all operations -- in place of 35-60% tin.

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TV installation materials are conserved through measures already taken by RCA Service Co. Aluminum in antenna masts has been cut almost 50% during first quarter of 1951. Masts and antennas are narrower, shorter, thinner.

Copper in installations is being saved by: (1) Nation-wide program to place antenna near as possible to receiver. (2) Lighter weight lead-in wire, conserving as much as 33% in copper. (3) Splicing together and soldering short lengths of lead-in. Tests are being made with copper-coated steel wire for lead-ins, and with aluminum foil to replace copper braid in coaxial cables.

Zinc is saved through use of plastic coating material to rust-proof steel masts and brackets. Brackets, etc. are being redesigned to save steel.

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Conservation measures for future are still being planned. Among them:

(1) Redesign of CR tube deflection yoke, which, except for power transformer, is largest component user of copper. "A design using only 50% of the usual amount of copper...appears promising."

(2) This in turn will result in appreciable reduction in amount of copper in power transformer.

(3) "Chassis size and depth can also be reduced in the future."

(4) Nickel oxide in steel alloys has been reduced, with 23% saving already effected and goal of cutting its use another 50%.

Personal Notes: Walter Duncan, ex-sales mgr., WPIX, New York, joins Paul H. Raymer Co. . . . Lew Ruwitch, v.p. & gen. mgr., elected to board of WTVJ, Miami . . . Jack Bard, ex-NBC, joins DuMont Network as sales promotion mgr. . . . Wm. Lauten succeeds Mike Dann as trade news editor of NBC press dept. . . . Robert M. Flanigan promoted to mgr., NBC Chicago spot sales, succeeding late Oliver Morton . . . Edw. G. Smith, ex-General Mills, now mgr. of new program sales, ABC Central Div. . . . Hal Keith, directing *Your Show of Shows*, Bob Hope TV shows, etc., recalled to active Army duty . . . Vera Brennan, promoted to director of TV-radio timebuying for Duane Jones Co., succeeding Reggie Schuebel, resigned . . . Edgar Parsons, ex-WOL, Washington, new TV-radio director of American Automobile Assn. . . . Earl Kennedy, ex-Young & Rubicam, joins Maxon Inc., New York, in charge of TV-radio production . . . Carol Sleeper, ex-Doherty, Clifford & Schenfield, new timebuyer for N. W. Ayer, New York, succeeding Dirk Watson, recalled to Navy duty . . . H. Lawrence Holcomb, Lennen & Mitchell, new director of TV-radio dept., Tatham-Laird . . . Arnold Olin Leeds resigns as TV director of Moss Associates, New York, his work to be taken over by Joseph Moss . . .Harold J. Bock, NBC Hollywood director of talent relations, has resigned.

Wm. C. Ackerman has been granted leave as CBS Reference Dept. director and Program Dept. secy. to serve in Washington as secy. of President's Materials Policy Commission, headed by CBS chairman Wm. S. Paley (Vol. 7:4).

CARL HAVERLIN, president of Broadcast Music Inc., onetime MBS v.p. and a former Pacific Coast broadcaster, seems to be leading field of prospects for NAB presidency to succeed Judge Justin Miller when latter moves up to chairman and association changes name to National Assn. of Radio & Television Broadcasters. Changes presumably will come after April 15-19 NAB convention in Chicago's Stevens Hotel (Vol. 7:5).

Whether the BMI chief would be favorably disposed to the $50,000 job, was uncertain at week's end—but his name met with general approval at first informal meeting of 8-man committee empowered to make the selection. During last week's Florida meeting of NAB board, quite a few names were "tossed into the hat," including Harry C. Butcher, ex-CBS Washington v.p., now operating KIST, Santa Barbara; Otto Brandt, ABC station relations director; Charles R. Denny Jr., NBC executive v.p.; Harold Fellows, WEEI, Boston; Leo Fitzpatrick, WGR, Buffalo; Ed Kobak, ex-MBS president; Paul W. Morency, WTIC, Hartford; Joseph A. McDonald, ABC v.p.; Richard Shafto, WIS, Columbia, S. C.; Eugene Thomas, WOR-TV, New York; Donald Thornburgh, WCAU, Philadelphia.

There was talk of Morency's choice on an interim basis, with Brandt to head up TV Div.; also that Thad H. Brown Jr., Washington attorney, might take legal post with newly revamped association.

Choice of president will be made by this committee: Ben Strouse, WWDC, Washington, secretary; Robert Swezey, WDSU & WDSU-TV, New Orleans; James D. Shouse, Crosley stations; Allen M. Woodall, WDAK, Columbus, Ga.; Harry R. Spence, KXRO, Aberdeen, Wash.; Patt McDonald, WHHM, Memphis; Wm. B. Quarton, WMT, Cedar Rapids; Wm. A. Fay, WHAM & WHAM-TV, Rochester.

Network Accounts: Milton Berle may put his *Texaco Star Theatre* on NBC-TV alternate weeks, starting next fall, reports *Variety*, which recalls Kudner agency president James H. S. Ellis' recent Detroit speech charging networks with pricing TV sponsorships off air by higher rates and increased talent costs (Vol. 7:2-4); Texaco show is reported to cost about $40,000 weekly, Berle drawing $11,000 . . . Cluett, Peabody & Co. (Arrow shirts) is readying alternate week sponsorship of *Holiday Hotel*, Thu. 9-9:30 on ABC-TV, thru Young & Rubicam; will alternate with Packard, which now has show alone, same agency . . . March 25 is starting date of General Mills' alternate week sponsorship of 6:30-7 portion of *Ted Mack Family Hour*, Sun. 6-7 on ABC-TV, thru Tatham-Laird, Chicago; C. A. Swanson & Sons (poultry & margarine products), same agency, is alternate sponsor . . . Feb. 24 is starting date for new Lehn & Fink (Lysol, Etiquet deodorant, Hinds Honey & Almond Cream) sponsorship of 8-8:15 portion of *Jack Carter Show* Sat. 8-9 on NBC-TV, thru Lennen & Mitchell and McCann-Erickson . . . Hollywood Candy Co. (Milk Shake candy bar) has cancelled plans for children's show on CBS-TV, to have started Jan. 27, Sat. 11:30-noon, thru Ruthrauff & Ryan, Chicago (Vol. 7:3).

Station Accounts: Seeking engineers, designers, draftsmen, etc., Victor Chemical Works, Chicago, bought spots adjacent to weather reports, sports, newsreels, etc., evenings on WNBQ & WGN-TV for 2 weeks, got 270 applicants—much more than newspaper classifieds and radio spots produced. In fairness, though, it must be stated that TV announcements were spotlighted in 3-line ads in Chicago newspapers, and radio shots were daytime only. Gimmick: Applicant was instructed to phone certain number, where recording service took down job interview—a speedup method that gratified sponsor to point he says he will continue using TV in soliciting manpower . . . WTVJ, Miami, claims it has more different local advertisers booked than probably any other TV station—181 in one recent week . . . Series of 26 documentaries, all filmed by station's own staff and titled *This Is Baltimore*, depicts city's outstanding institutions and industries and are sponsored on WMAR-TV by Savings Bank of Baltimore, Mon. 7:15-8, thru Mahool Adv. Agency . . . To promote new film *Kim*, opening in 31 Loew's movie houses in New York area Feb. 21, Loew's Inc. plans "saturation" drive on WPIX that day, using every spot and participation availability, placed thru Donahue & Coe . . . Progresso Brand Quality Foods Feb. 18 starts 13-week series of *Opera Cameos*, with David Ross as commentator for operatic guest stars, on WPIX, Sun. 6-6:30, thru Carlo Vinti Adv. . . . Dow-Corning Corp. (Sight Savers eyeglass wipers) is new spot account on WCBS-TV, New York, thru Don Wagnitz Adv., Midland, Mich. . . . New idea in quiz shows is *Special Delivery* on KFI-TV, Los Angeles, sponsored by 6 Sanitone Cleaners, Mon. 7:30-8, with 6-person panel each week competing, half sponsors, other half women customers of the cleaning establishments . . . C. Schmidt & Sons (Schmidt's Beer & Tiger Head Ale) Feb. 13 started *Public Prosecutor*, filmed detective dramas, Tue. 7:30-8, on WFIL-TV, Philadelphia . . . Consider H. Willett Inc., Louisville, (furniture manufacturer) sponsoring *NBC News Review of the Week* on WTMJ-TV, Milwaukee, Mon. 4:15, thru Griswold-Eshleman Co., Cleveland . . . Among other advertisers currently reported using or preparing to use TV: Wesson Oil & Snowdrift Co. Inc. (Snowdrift shortening), thru Kenyon & Eckhardt, N. Y., and Fitzgerald Adv. Agency, New Orleans; Silex Co. (Silex coffee makers, steam irons), thru Alley & Richards Inc., N. Y.; B. Manischewitz Co. of New York Inc. (frozen kosher chicken), thru A. B. Laudau Inc., N. Y.; Terre Haute Brewing Co. Inc. (Champagne Velvet Beer & 76 Ale), thru Biow Co., N. Y.; Florida Fashions Inc., Sanford, Fla. (cotton dress mail order house), thru Jack Danowitz Adv. Inc., N. Y.; J. G. Van Holten & Son Inc. (pickles), thru Jim Baker Associates, Milwaukee; Dolcin Corp. (proprietary), thru Victor Van der Linde Co., N. Y.; O-Cedar Corp. (Dri-Glo silicone furniture polish), thru Young & Rubicam, Chicago; American Home Foods Inc. (Duff's cake mix), thru Ted Bates & Co., N. Y.; Hambro Trading Co. of America Inc. (Queen of Scots Kippers), thru Victor A. Bennett Co., N. Y.

Policy of 2% cash discount on national advertising has been adopted by 3 TV networks, all 4 radio networks, but is slow to take hold among individual TV and AM stations, reports American Assn. of Advertising Agencies, which said it regards discount as financial safeguard serving as automatic warning when client passes discount date. AAAA said its members have placed $15 billion worth of advertising in last 20 years, that media have had credit losses of only $250,000 in that time, whereas agencies have lost $5,100,000. But AAAA points out that agency losses amount merely to 1/30 of 1%. Among other media, 2% discount has been adopted by 95% of newspapers, 95% of farm papers, 93% of general magazines, 83% of business publications.

Radio and TV carry less "questionable" advertising than other media, Federal Trade Commission indicated in annual report, issued Feb. 8, covering fiscal year ended June 30, 1950. About 4.5% of newspaper and magazine ads examined were set aside as possibly false and misleading, 2.5% of mail order ads, 2% of TV continuities, 1.9% of radio continuities. FTC examined 759,729 radio scripts, 35,422 TV continuities during fiscal year. FTC chairman James M. Mead has directed Radio & Periodical Advertising Div. to "give particular attention to advertising appeals of doubtful nature which are related to the mobilization effort."

If Phonevision were national, annual income would be $950,000,000, according to first month report from Zenith's Comdr. McDonald to film producers cooperating in 300-family Chicago test. He based his estimate on 1.8 times per week per family average "attendance" (excluding first week because of novelty effect) related to 10,000,000 TV sets now in use. Under Phonevision plan, half of that would go to producers. McDonald calculated almost $1,000,000 per picture for producers in his pay-as-you-see plan. Report shows average attendance was 3.1 times per family first week, 1.9 second and third week, 1.7 fourth week. Twenty-eight pictures were screened. FCC this week extended authorization of tests to March 31, so they can run full 90 days. Critics of Phonevision say it cannot be assumed all 10,000,000 TV sets-in-use would be equipped for pay-as-you-see system, point to TOA consultant Nathan Halpern analysis last July which calculated top income of $940,000 per picture, or top of $460,000 for producer (Vol. 6:30). Doubters are also eager to see Sindlinger report to Paramount on experiment; he was hired for job (Vol. 7:2).

New and Better TV Map

New Television Map of the United States, revised to Jan. 15, 1951, and considerably improved, has been published by *Television Digest*, and one copy was inserted with our Jan. 15 *TV Factbook No. 12*. It makes an excellent wall-map, or can be used as a working outline. It's 22x26 in., in color, shows locations of and lists all operating TV stations with present and projected network routes. Because of demand for extra copies, we have had more published and they're available at $1 each. Quantity prices on request.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Mobilization Report
February 10, 1951

UPCOMING METALS CURB MAY HIT TV-RADIO: New measures to limit use of critical metals are being prepared by National Production Authority.

Aimed at auto and major appliance makers -- who use lots of steel -- they may be extended also to TV-radio industry.

Control of 3 metals basic to the economy, on industry-by-industry basis, is key to new NPA planning. Past materials limitations have been across-the-board cuts, applicable equally to all civilian users of raw materials. New orders, scheduled to take effect about April 1, will single out specific industries, tell them how much to cut their consumption of steel, aluminum and copper.

Cuts will begin at 25% of "current consumption," progressively increasing to 40%, best sources indicate. NPA says impact will be gradual, "designed to mesh as closely as possible with increasing defense work so as to create a practical minimum of dislocation and unemployment."

Behind change in policy is NPA's dissatisfaction with continued high use of steel by auto and appliance makers -- and also with inequities in present system of over-all cuts in use of strategic metals. Present limitations, which hit suppliers rather than end-product makers, favor bigger manufacturers who can corner new sources of supply at expense of smaller manufacturers or other industries.

Refrigerator, stove, auto industries have been mentioned specifically as targets for new orders. At week's end, NPA hadn't made decision whether to include TV-radio. First order in new series will probably be issued in 2 weeks, giving manufacturers time to make adjustments before April 1 deadline.

Here's example of how orders will probably work: NPA may order refrigerator manufacturers to use 25% less steel in April, 30% less in May, 35% less in June, than they did in January 1951. This would place ceiling on amount of steel available to each manufacturer, but not on number of refrigerators he could turn out.

"Metals census" of electronics industry, now being completed by Electronic Parts Mobilization Committee of RTMA, should aid NPA as well as TV-radio industry in future planning. Committee is compiling list of total amounts of critical metals used by the industry. Metals on list: aluminum, brass, cadmium, cobalt, copper, iron, lead, nickel, steel, tin, zinc.

NPA means business -- and it's good bet that TV-radios built after April 1 will be full-fledged "conservation models," regardless whether the industry is included in new metals limitations. If there aren't substantial cuts in use of scarce metals, NPA's "kid-glove" handling of TV-radio industry may come to end.

NPA TELLS NPA 'NO BAN ON STATIONS': Washington isn't noted as a manufacturing city. But it does turn out 2 products in vast quantities -- confusion and contradiction. Here's a timely example:

Most "commercial construction" was banned for 30 days Jan. 15 by Amendment 3 to National Production Authority Order M-4 (Vol. 7:3). The order also provided that after Feb. 15, none of this same type construction could be commenced without NPA authorization. It immediately touched off disputes as to exactly what construction was affected.

Part of the trade press headlined stories that TV-radio station construction had been banned. Since this was one of the points on which order was obscure, we visited NPA's Construction Div. when order first came out -- and there received these divergent answers from 4 different officials:

(1) All TV-radio transmitter, studio and office construction is banned.

(2) Transmitter installations may be built, but not studios or offices.

(3) Engineering facilities and studios are OK, but not offices.

(4) You can build studios and offices if they're housed in same building as transmitting equipment.

Construction Div. couldn't interpret own order, we concluded, and so went to NPA's legal dept., where we consulted attorneys who drew up the order and are saddled with job of interpreting it. From them we got facts on which we based our Jan. 20 (Vol. 7:3) item captioned: "Stations Exempt From Building Ban."

To clear up confusion among the public -- including its own Construction Div., which is charged with enforcing the order -- NPA Feb. 9 issued Amendment 4 to M-4, specifically stating that TV-radio stations, newspaper and printing plants can be built without NPA authorization. In accompanying statement, NPA explained its policy is "to assure the greatest possible freedom of operation to the nation's facilities for the communication of news and education material."

In black and white, Amendment 4 exempts from construction controls: "Buildings, structures or projects for radio broadcasting or television broadcasting."

Presumably, the Construction Div. knows about it now.

Mobilization Notes: There's no crisis yet in raw film supply for TV, but situation may get worse due to increasing demand of armed forces for X-ray film. DuPont has already notified customers it's cutting all film orders by 25%, with Eastman reportedly holding customers to same amount they used in 1950. TV requirements are expected to increase this year—and that's where the pinch may come in.

Use of film was limited by War Production Board during World War II. NPA officials say no such action is currently planned—but may be necessary if shortage becomes more severe. NPA is querying all users of motion picture film to determine amount used in each field (theatre, advertising, kinescope, etc.). It's estimated TV uses 300,000,000 feet of raw film each year, compared to 2 billion feet used by motion picture industry.

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Resolution requesting priorities for replacement parts (Vol. 7:5) was made public this week by Assn. of Electronic Parts & Equipment Manufacturers (New York) and Sales Managers Club, Eastern Group (New York). It urges NPA to assign, for production and distribution of maintenance, repair and operating supplies, ratings equal to defense priorities. Resolution suggests: (1) distributors who buy priority replacement parts be restricted to 180-day inventory; (2) manufacturers be permitted to use, in replacement parts, up to 150% of materials used for same purpose during first half 1950 base period.

W. Walter (Wally) Watts, RCA Engineering Products v.p. on leave, whose appointment as asst. to Defense Production Administrator Wm. H. Harrison (Vol. 7:1) was officially announced Feb. 8, will be chairman of DPA's Production Executive Committee through which Gen. Harrison will exercise over-all coordination and direction of defense production. Committee will consist of representatives of all govt. agencies participating in defense production program. Edwin T. Gibson, General Foods Corp. v.p., was named DPA Deputy Administrator in charge of staff services.

Idea of using distributors as subcontractors, recently broached by Belmont (Vol. 7:3), gave impetus for National Assn. of Electrical Distributors to circularize members with message that its membership aggregates 75,000,000 sq. ft. of floor space, as well as tens of thousands of skilled workers available for defense production.

Dr. Lloyd F. Berkner, noted radio scientist, is leaving Carnegie Institution to become president of Associated Universities Inc., formed by 9 Eastern universities to administer Brookhaven National Laboratory, at Upton, N. Y., for the Atomic Energy Commission.

NPA's Electronic Products Div., headed by John Daley, continues to expand, with addition of 2 staff members this week: Wm. S. Winter, veteran of old WPB Radio-Radar Div., formerly in wholesale & retail electronics business, including Emerson sales staff, and J. Bernard Joseph, engineer, an ex-Mass. radio wholesaler, ex-RCA & GE, who did industrial mobilization work for Signal Corps during World War II.

Glen Ireland, on leave as v.p. & gen. mgr. of Pacific Telephone & Telegraph Co., this week was appointed Deputy Administrator of National Production Authority by Administrator Manly Fleischmann. Ireland was formerly asst. to NPA Administrator. John C. Pritchard, Denver steel fabricator, Feb. 7 became director of NPA's Office of Small Business. John H. Hollands, of Buffalo, Feb. 8 was named NPA general counsel.

Robert C. Tait, president of Stromberg-Carlson, elected co-chairman, with Western Electric's Fred R. Lack, of Joint Electronics Industry Committee. JEIC was set up by RTMA and National Security Industrial Assn. to coordinate all industry mobilization activities and to serve as advisor to top govt. policy makers. (For membership, see Vol. 6:32, 36.)

Helpful booklet, *Inventory Control & Priorities,* just published by NPA, answers 85 most common questions about Regulations 1 & 2, is available free from Commerce Dept. field offices or from Office of Public Information, National Production Authority, Washington 25, D. C.

* * * *

Among unclassified military contracts for electronics and related equipment (more than $100,000) announced by Commerce Dept. for week ending Feb. 7: Through Signal Corps, Philadelphia—RCA, $2,000,000, radio sets (18,899 units); Automatic Radio Mfg., $496,764, auxiliary interphone equipment; Leeds & Northrup Co., Philadelphia, $250,000, radiosonde recorders (185); Mallory, $250,000, power supplies (6500); Park Mfg. Co., Grant Park, Ill., $250,000, power supplies (6500); Barker & Williamson Inc., Upper Darby, Pa., $180,000, radio sets (30). Through Navy Bureau of Ships, Washington—Stewart-Warner, $800,000, direction finders (46). Through Air Materiel Command, Dayton—Hammarlund, $259,505, receivers. Through Navy Electronic Supply Office, Great Lakes, Ill.—Hytron, $175,000, electron tubes. RCA was awarded contracts totaling $168,380 for electron tubes through Signal Corps and Navy Electronic Supply Office. In addition, Lewyt Corp. (vacuum cleaners) reportedly has received $4,500,000 Signal Corps contract for construction of FM ground force radio equipment; company is still working on an initial $5,000,000 order for same type equipment.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
February 10, 1951

COMPLEX PATTERNS OF THE TV TRADE: Paradox of shrinking factory supplies but continued high production and huge inventories seems to be current pattern of TV trade.

More than 1,000,000 costly units are in trade pipelines, components are getting scarcer as Govt. tightens controls of raw materials, prices hold firm -- and people are still buying. Radios, too, are enjoying boom.

Calling its tax and credit control shots well in advance, Truman Administration turns out to be TV's best salesman. Nobody likes the long-range news, but near-term effect is to move goods -- of that there can be little doubt.

Treasury's proposed hike of excise tax from the 10% imposed last Nov. 1 to 25% was grim reminder that lush days are nearing end, for such tax must inevitably cut down buying. But it's unlikely the new excises will get through Congress and become effective before summer -- so public still has plenty of time to buy and, with piled-up stocks, you can be sure retailers will urge them aplenty.

As for tighter Regulation W, already stringent, word from Federal Reserve is expected any day, for the whole anti-inflation program is designed to discourage buying of durable goods, particularly "luxury" items. They regard TV in that category here in Washington.

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How high can prices go -- and the public still be expected to buy?

Another 15% factory excise would add about 10%, roughly, to retail cost of TV receivers. During 1950, sets went through many rounds of price increases, forced by higher labor and material costs and, after Nov. 1, by the 10% excise tax.

Demand for lower-priced units, while factories insist on loading them with higher priced, led one large distributor to remark: "I don't mind having a Cadillac franchise, but damn it all, I'd like to have a Chevrolet agency on the side, too."

It's possible now to give some idea how much prices went up during 1950, though available figures are factory level only, and we could secure them only for the first 11 months of year. The figures are derived from authoritative sources.

Leaving out of account taxes, average factory price for a TV receiver in January 1950 was $163.77, and this was progression thenceforth: February $176.06, March $174.94, April $158.80, May $170.31, June $165.03, July $162.77, August $176.64, September $190.78, October $198.47, November $199.76.

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Railroad stoppage cut heavily into outputs of Philco and Admiral, each of which is reputed to produce 4000 or more receivers per working day. Philco recalled its Philadelphia and Croydon workers for second (4 p.m.) shift Tuesday, resumed full scale next day, so that it lost just about full work week (Vol. 7:5). Admiral plant in Chicago resumed Tuesday, so that it lost 3 full days. Others may have been affected, but didn't say anything.

Philco's Sandusky plant kept going, so that company's over-all TV output was down about 75%. Philco depends heavily on rail shipments, considers freight cars its part-time "warehouses". More trucks solved Admiral's problem.

Those shutdowns and other curtailments probably mean February production figures will slide -- but January's stayed fairly high, totaling 639,176 TVs and 1,235,114 radios, compared with 879,075 TVs, 1,602,055 radios in 5-week December, 752,005 & 1,304,094 in November (for all 1950 monthly figures, see p. 67, TV Factbook No. 12).

Here's how January's 4 weeks stacked up for TVs: first week 105,699, second 167,859, third 188,758, fourth 176,860. Surprising was continued high output of radios: first week 209,792, second 338,520, third 342,586, fourth 344,216.

Where are the components coming from to keep up this rate? They tell us:

First, large companies enjoying long relationships with prime suppliers are being favored. Secondly, small companies, finding key items hard to get, have begun pulling in their horns, so that more materials are going to others. "The little guys are getting littler," we're told.

But shortages are "getting rougher" on everybody, with speakers right now the most severe, and the pinch being felt in transformers and yokes (using copper) and steel items. By April, real shortages should develop in aluminum and 300-ohm line (copper), and of course the cobalt outlook is very rugged (Vol. 7:5).

Big problem for all manufacturers is unbalanced inventory of supplies. Sets are being held up for lack of one or two components, varying from day to day. But the big fellows insist they have no factory inventories of finished sets, and some are inclined to minimize extent of their wholesaler-retailer inventories.

Example of a smaller TV producer's position is Sparton, which is now producing about third less than peak final quarter 1950, has cut down distribution to major cities (dropped 10 out of 47 field agencies), is emphasizing 26-tube chassis requiring more critical materials and longer time to make. Sparton is getting some defense contracts, expects to have 50% of capacity on war work toward end of year, has reopened 100,000 sq. ft. plant for such production.

Big and little, the manufacturers even have their salesmen out buying up needed components, are still paying list prices or better for certain items. Toughest part of materials problem, we were told by one big components maker, is to get uncontrolled items. All his executives are purchasing agents these days.

* * * *

That retail business is good, is generally acknowledged -- with the usual squawks about inadequate markups, big inventories, factories prodding to take more, etc. Reports from San Francisco Western Merchandise Mart indicate high optimism among Pacific Coast retailers. It's too early yet to gauge country-wide effect of news of proposed new excise tax -- but few doubted it would prove hypo.

Wall Street Journal Feb. 7 headed article on appliance sales thus: "Retail Stocks Tower. Supplies Keep Coming as Scare Sales Ebb. Plenty to Buy." Then it related how Macy's advertised $550 TV for $329, how big stores around country are "loaded to the gunwales with consumer goods." Expressive quote from Marvin Cossy, of Chicago's Edward B. Dublin & Son:

"TV sets are supposed to be on allocation, but it's a funny thing that manufacturers keep calling up and asking if I want more merchandise."

And a Boston dealer mourns that if slump should occur, "a lot of banks will find themselves in the TV set business."

EXPORT FIELD LIMITED BUT PROMISING: Final figures aren't available yet -- but from authoritative source we learn that U.S. TV-radio manufacturers during 1950 exported some 32,000 complete TV receivers valued at approximately $6,000,000 (average unit cost at factory: about $190) plus some 7000 TV units without cabinets valued at about $1,000,000 (average: nearly $145).

These tentative figures give idea of smallness as yet of our TV export trade -- 39,000 units being less than one-fourth of one average week's production. The 1950 radio export figure will be fully 400,000 complete sets valued at around $9,000,000. Cathode ray tube exports in 1950 totaled mere 11,184, receiving tubes only 10,767,831 out of 7,473,614 & 383,960,599 production, respectively (Vol. 7:5).

Whereas our radio exports go all over the world, and American branch or affiliated factories are prime manufacturers or assemblers in many countries, our TVs move almost exclusively to Canada, Cuba, Mexico and Brazil.

Therein lies a great potential for the U.S. industry, provided (a) that it can continue to turn out sets, (b) Mexico and Brazil relax their import restrictions, (c) demand for such high-priced item is stimulated as stations open up.

Emerson last week disclosed order for 1400 TVs from its Rio de Janeiro distributor, having shipped 1000 last December -- with 3000-4000 non-assembled units

also due to be shipped to Brazil by mid-summer if export licenses are obtainable.

That brought to light fact that Brazilian Govt. limited 1950 TV imports to 10,000 sets. Mexico similarly allowed 10,000 TVs in. Cuba is free market, and Havana claims at least 10,000 sets already. Canada has a considerable TV-radio industry of its own, so imports very few complete units from this country.

Efforts to relax import quotas are being pushed, as American firms argue with Mexico and Brazil that they cannot afford to set up complicated production lines in those countries, as they did for simpler and cheaper radios, and sell at prices comparable to the mass-produced U.S. product. Brazil's newly elected President Getulio Vargas is reported favorable to relaxing the quotas, especially as several more TV stations are planned in that country.

Except for England, with a flourishing industry of its own, few other countries have telecast services comparable to those growing up in the western hemisphere. U.S. interests have concentrated so intensely on the ripe domestic market that they've as yet evinced very little interest in exports -- that is, all but about a dozen firms -- notably GE, Philco and RCA, which are reputed to account for at least 75% of the TV export trade to date.

Aside from small size of foreign markets, other reasons why U.S. companies tend to shun them: (1) Different transmission and power standards mean too much engineering bother. (2) Aggressive competition from such outfits as sprawling Dutch Philips Company, to which such markets mean do or die.

Note: For details about the 2 stations presently operating in Havana, the one in Mexico City, 2 in Rio, others planned, see page 29 of our TV Factbook No. 12. Canada has no telecast outlets, gets fair service from some of our border stations.

Topics & Trends of TV Trade: New tax threats and the need for stronger coordination in Washington of TV-radio industry's mobilization efforts are expected to expedite RTMA board action on its reorganization committee's selection of RCA v.p. Glen McDaniel as paid president (Vol. 7:2) when board meets in Chicago's Stevens Hotel next Thursday, Feb. 15. Very little opposition to McDaniel has developed. He's strongly supported by interim president Robert C. Sprague, and won particularly favorable attention by his work on recent excess profits tax bill. Some objections were raised on grounds of his youth (39) and his RCA connection (5 years), but these are believed to have faded.

Uppermost also in minds of RTMA members, as they attend Chicago mid-winter conference Feb. 13-15, will be proposed new excise tax (see p. 1), service problems (Service Committee under Chairman E. W. Merriam meets Feb. 13), and various facets of defense effort. Committees meet Feb. 13 & 14, and at board meeting Feb. 15 reports will be submitted on work of Joint Electronics Industry Committee (Fred Lack and Robert C. Tait, co-chairmen) and Electronics Parts Mobilization Committee (A. D. Plamondon Jr. and R. E. Laux, co-chairmen).

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New Emerson line, announced this week, comprises 23 models, including 6 holdovers from previous line. Only one new set is table, 17-in. mahogany Model 696, at $299.95. Others are all consoles, all mahogany unless otherwise indicated (prices including excise tax):

16-in.: 684, $329.95; 685, with doors, $359.95.

17-in.: 686, $349.95 (blonde, $359.95); 687, with doors, $379.95 (blonde, $399.95).

19-in.: 688, $439.95; 689, with doors, $459.95 (blonde, $479.95); 690, with full doors, $479.95 (blonde, $509.95).

20-in.: 692, $459.95; 693, with doors, $479.95 (blonde, $499.95); 694, full doors, $499.95 (blonde, $529.95).

Held over were 662, 14-in. plastic table, $219.95; 676, 17-in. wood table, $299.95 (blonde, $309.95); 680, 17-in. table, better cabinet, $299.95; 666, 16-in. console, AM-FM-phono, $499.95 (blonde, $529.95).

Notwithstanding wage freeze, CIO's International Union of Electrical Workers (IUE) launched campaign for 12 to 15½¢ per hour wage increases, plus pensions and other benefits. At Feb. 3-4 meeting of TV-radio union delegates in Erie, Pa., said to represent 75,000 workers, president James B. Carey said TV-radio industry is "low man on the totem pole of the plants which IUE represents." IUE also represents electrical and machinery workers. Carey said industry could grant wage boosts from increased profits without boosting prices, cited also special provisions in excess profits tax for growth companies. IUE also announced it would act in behalf of employers in seeing they got relief when necessary from NPA limitation and allocation orders "so plants can continue full production until receipt of defense orders."

Corning Glass Works proudly announced plans for 100,000 sq. ft. Glass Center, in Corning, N. Y., to be opened this summer in connection with celebration of company's 100th year. Center will include a Steuben glass factory, research facilities, library, museum, spectators' galleries. Corning claims library and museum will be most extensive in world. It will be open to scientists, students, historians, artists, etc. Handling public relations is Steuben admanager E. P. H. (Jimmy) James, former Mutual v.p.

New service plan, with warranty on picture tube only, is being sold by Television Engineers Inc., 1539 W. Harrison St., Chicago. Customers pay $7.95 to $12.95, depending on tube size, are protected for year against large replacement costs of picture tubes.

Sheldon Electric Co., division of Allied Electric Products Inc., Irvington, N. J., is latest to announce development of electrostatically-focused picture tube, which saves copper and cobalt (Vol. 7:1, 3-5).

Canadian manufacturers during 1950 sold 37,823 TVs valued at factory at $16,276,583, and 731,345 radios valued at $57,320,400, reports RMA of Canada. During 1949, they sold 729,970 radios.

Bendix Radio Div. has appointed Radio Engineering Products Ltd., Montreal, as Canadian distributor.

Plant expansions: GE plans to build $200,000 warehouse at its Buffalo TV tube plant, 55,000 sq. ft. structure to be started in fall . . . GE also announces construction has begun on new 4-story addition, 117,000 sq. ft., costing $2,000,000, to its Owensboro (Ky.) tube works for manufacture of miniature, subminiature and metal receiving tubes; should be ready for occupancy by July 15 . . . Hallicrafters leasing new 100,000 sq. ft. plant about 3 mi. from present Chicago factory, to be used for military production . . . P. R. Mallory & Co. new plant scheduled for completion July 1 . . . Cornell-Dubilier has leased 81,000 sq. ft. warehouse at Fuquay Springs, N. C., 18 mi. southeast of Raleigh, and in about 60 days expects to have it ready for manufacturing vibrator-type power supplies.

RTMA statisticians have revised upward their 1950 TV-radio set production estimates, placing total TVs at 7,463,800, radios at 14,589,900. Previous accumulated monthly figures came to 7,408,690 TVs, 14,554,972 radios (Vol. 7:2). Breakdown of 1950 radios is now given as 8,174,600 home units, 4,740,600 auto, $1,674,700 portable.

New publications firm, preparing technical material for electronics companies seeking govt. or other business, is Manual Publishers Inc., 96 Elm St., Buffalo. Company is associated with distributor W. Bergman Co., offers "complete service for the preparation, editing and production of technical literature."

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The color inventors still appear—FCC receiving letters from two recently. Cage Projects Inc., 393 Grove St., Upper Montclair, N. J., onetime producer of custom TV receiver installations, told Commission it had acquired pending patents on color camera and receiving tubes, wanted to know whether FCC approval of them is necessary. Commission said it couldn't tell from description. Meguer V. Kalfaian, 962 Hyperion Ave., Los Angeles, filed long, complex description of 12-mc color system involving multiplex, said it is compatible. FCC answered by calling his attention to portion of color decision which outlines how new systems will be considered.

Uhf and color, covered by experts, will be featured in April 14 conference of Cincinnati IRE section: Uhf—NBC's Raymond Guy on Bridgeport experience; Philco's R. G. Clapp on reception; Measurement Corp.'s Jerry B. Minter on uhf megacycle meter. Color—Crosley's Harold L. Brouse on colorimetrics; GE's R. B. Dome on "Methods of Adding Color to TV Images"; Hazeltine's A. V. Loughren on "Some Fundamental Considerations on Color TV."

More Feb. 1 sets-in-use reported since NBC Research's "census" of Jan. 1 (Vol. 7:3): St. Louis, 254,000, up 15,000; Washington, 233,910, up 13,910; Memphis, 75,117, up 5017; Omaha, 62,904, up 7104; Norfolk, 56,783, up 6283; Utica, 36,000, up 3000; Kansas City, 100,600, up 7400.

Trade Personals: S. M. Finalyson, gen. mgr., Canadian Marconi, succeeds A. H. Ginman, retired, as president . . . Glen L. Logan, ex-executive asst. to sales v.p. of Packard Motor Car Co., named managing director of Electric League of Los Angeles, succeeding Wm. J. Quinn, retired . . . Dr. R. M. Bowie, ex-mgr. of Sylvania physics labs, appointed to staff of Sylvania engineering v.p. E. F. Carter . . Henry Esterly promoted to Magnavox district sales mgr., New York City, with John Hogan succeeding him as state mgr. out of Syracuse . . . Walter S. Lefebre appointed Sylvania Buffalo-Cleveland-Detroit district sales mgr. . . . Harold J. Schulman appointed service director of DuMont teleset service control dept. . . . Newly elected GE executive vice presidents are Roy W. Johnson, in charge of appliance and electronics group; Henry V. Erban, apparatus group; Hardage L. Andrews, industrial products and lamp group.

Financial & Trade Notes: New Federal income and excess profits taxes pushed CBS net earnings down from $4,184,100 ($2.44 per share) in 1949 to $4,105,300 ($2.39) in 1950, according to report to stockholders Feb. 7. The 1950 Federal and excess profits taxes amounted to $5,450,000, as against $3,450,000 income tax only in 1949. In 1948, net earnings were $5,041,700 ($2.94); 1947, $5,920,100 ($3.45); 1946, $5,795,900 ($3.37); 1945, $5,346,200 ($3.11). Complete financial report for fiscal year ended Dec. 30, 1950 will be distributed on or before April 1.

Among officers' and directors' stock transactions reported by SEC for December: Cy S. Rossate bought 200 Admiral, holds 1400; Charles M. Thorp Jr. gave 200 Blaw-Knox as gift, holds 1800; Isaac D. Levy gave 280 CBS (Class B common) to charities, holds 20,475; Allen B. DuMont received 2000 DuMont Laboratories as gift, holds 56,500; John S. Timmons sold 3000 Philco, holds 17,000; Leslie G. Woods gave 300 Philco as gift, holds 10,305; William B. Yoder bought 100 Philco, holds 1124; Robert A. Seidel sold 100 RCA, holds 500; Carl J. Gilbert bought 200 Raytheon, holds 200; Charles J. Kayko bought 500 Sparks-Withington (Nov. & Dec.), holds 800.

Magnavox reports highest 6-mo. sales and earnings in its history for period ended Dec. 31, first half of its fiscal year—$25,788,921 net sales, $1,814,500 estimated net earnings after all taxes, equivalent to $2.53 per share on 706,974 common shares outstanding. Sales for corresponding 1949 period were $13,776,892, profit $775,700 ($1.17). Net sales for Dec. 31 quarter were $15,575,083, estimated net earnings $1,033,878 vs. $9,451,994 sales and $727,016 profit for same 1949 quarter.

Emerson's sales and earnings before taxes for quarter ended Jan. 31 were about 50% higher than same period in 1949-50, president Ben Abrams told annual stockholders meeting Feb. 7. No figures were given. Mr. Abrams said current production is 15-20% ahead of a year ago, but less than fourth quarter 1950. He predicted sales this fiscal year will equal last year's $74,188,297 (Vol. 7:2), but said "we'll have to go some" to achieve 1950's earnings of $6,514,716.

General Instrument Corp. is offering 121,715 shares of common stock at 9½ to common stockholders, on basis of one additional share for every 4 shares held. Each holder is also entitled to subscribe at same price for any additional shares remaining after Feb. 21. Proceeds will be used primarily to reimburse company for recent acquisition of additional plant facilities and equipment. Offer is underwritten by group headed by Hirsch & Co., which will buy any shares not subscribed for by common stockholders.

John Meck Industries Inc., for fiscal year ended Nov. 30, 1950, reports sales of $12,749,552, net profit of $343,455, or 62¢ per share, compared with sales of $4,316,857, profit of $80,960 for comparable 1949 period. Scott Radio, wholly owned subsidiary acquired last year, for 6 months ended Nov. 30 showed sales of $1,563,128, net profit of $155,065 vs. $213,739 sales and $87,663 loss for same 1949 period.

Hytron Radio & Electronics, owner of Air King, Feb. 8 reported 1950 earnings of $3,500,000, equal to $1.75 on 2,004,892 common shares—more than fivefold increase over 1949 profits of $565,170 (89¢ on 631,211 shares). Sales in 1950 totaled $41,500,000 vs. $16,226,000 in 1949.

Television-Electronics Fund Inc., in declaring dividend of 15¢ payable Feb. 28 to holders of record Feb. 16, states net assets as of Jan. 31 were $6,125,746 ($12.74 per share) compared with $5,560,023 ($12.01) as of Oct. 31, 1950 and $4,000,726 ($10.98) as of Jan. 31, 1950.

National Assn. of Music Merchants 1951 trade show has been scheduled for July 16-19 in Palmer House, Chicago.

Telecasting Notes: Crosley stations WLWT Cincinnati, WLWC Columbus, WLWD Dayton conducting 2-week promotional campaign to Feb. 18, at cost of $90,000, to sell 100,000 to 150,000 TV sets before possible defense-induced production shutdown or curtailment. Idea is not only to help dealers unload some 70,000 sets in warehouses but also to build up audience. Free TV shows are being staged in each city, with distributors-dealers handing out tickets and holding displays in local auditoriums . . . Early-morning viewers of Los Angeles KTLA & KTTV saw flash of fifth atomic explosion from Nevada Feb. 6, shot by cameras atop 5710-ft. Mt. Wilson—the glare visible from 300-mi. away despite local mist . . . ABC's KECA-TV, Los Angeles, Feb. 3 added 2 hours daily to its program schedule, 11 a.m. to 1 p.m. . . . U of Utah extension div. has arranged with KSL-TV, Salt Lake City, to telecast *The World U Live In*, credit course, every Thu. at 8:30 p.m. . . . Philco is relinquishing its *Philco Playhouse* time to United States Shoe Corp. (Red Cross shoes) on NBC-TV for *An Evening with Richard Rogers*, Sun., March 4, 9-10 p.m., during program will donate 25 large-screen TV sets to 18 Army hospitals designated by Secretary of the Army . . . DuMont has signed affiliation contract with Union Radio, Havana . . . Canadian Assn. of Broadcasters meets in Quebec, Feb. 26-March 1 . . . "No pictures" is theme of promotion by AM station WSTC, Stamford, Conn., which offers "wonderful words and music" instead . . . Kagran Corp., which bought merchandising rights to *Howdy Doody* (Vol. 7:1), has obtained similar rights to Gene Autry and Willie the Penguin merchandise . . . Because of alleged lottery implications, WICU, Erie, and WBEN-TV, Buffalo, have discontinued taking Admiral-Old Gold *Stop the Music* show from ABC-TV, Thu. 8-9 . . . Six Milwaukee colleges and universities have joined to present *Education on Parade* on WTMJ-TV, Sat. 1:30-2, each taking turn in covering different college subject . . . Exclusive theatre-TV showing of basketball game between Siena College and Georgetown U in Washington has been arranged for Fabian's Palace Theatre, Albany, Feb. 20. Game will be picked up by WNBW cameramen, relayed 350 mi. via AT&T facilities.

New Feb. 15 rate raises: WNBT, New York, base hourly rate up from $2500 to $3250, one-minute rate from $500 to $675; WNBQ, Chicago, from $1000 to $1300 & $200 to $260; WNBK, Cleveland, $525 to $750 & $120 to $150 . . . WNAC-TV, Boston, Feb. 1 raised base hourly rate from $750 to $1000, 1-min. from $150 to $200 . . . WENR-TV, Chicago, March 1 goes from $1000 to $1300 & $200 to $250.

Three applications for new TV stations filed with FCC this week: KSCJ, owned by *Sioux City* (Ia.) *Journal-Tribune*, applied for Channel 5, first applicant from that city. WMSC, Columbia, S. C., applied for Channel 10, second from city, other by WIS being for No. 7. WROV, Roanoke, Va., applied for Channel 5, first from city. [For further details about these applicants, see *TV Addenda 12-E* herewith.] John L. Booth, owner of WJLB, Detroit, in letter to Commission, signified intention of applying for Detroit at end of freeze, but urged against intermixture of vhf-uhf in same city; he's already applicant for TV in Saginaw and Flint (see *TV Factbook No. 12.*)

San Diego's KFMB & KFMB-TV are being sold by Jack Gross to John A. Kennedy interests (Vol. 6:46) for total of $925,879 plus other considerations, according to transfer application filed with FCC this week. On FCC approval of deal, Kennedy would pay $200,000, week later $350,000, within 18 months of closing date $50,000, 6 months thereafter $50,000—plus quarterly payments of $25,000, plus interest, until paid in full.

Columnist Drew Pearson started new chain of rumor and conjecture regarding FCC Chairman Wayne Coy, now on vacation until March 6, when he predicted Coy's shift to an as-yet-unplanned job of "coordinator of defense communications." Gossip was compounded into rumor of appointment of Comr. Frieda Hennock as chairman. But careful check, including White House sources, indicate no such appointments either broached or being considered. Miss Hennock laughs off rumor by saying it's idle to think chairmanship would ever go to a woman. Pearson report porbably was deduction from stories that President's special Communications Policy Board, under chairmanship of ex-FCC Comr. Irvin Stewart, now president of U of Virginia, will recommend permanent board above FCC sitting on high policy respecting nation's wire and wireless facilities (Vol. 7:2). Stewart group's report is scheduled to be submitted Feb. 17.

Senate passed McFarland bill (S. 658) Feb. 5, but House apparently isn't in any hurry to move it. Despite Sen. McFarland's statement that FCC Chairman Coy is anxious to have bill passed, Rep. Crosser (D-O.), chairman of House Interstate & Foreign Commerce Committee, says he understands Commission still has plenty of objections to it. He also says he can't visualize bill going through House without hearing "since we have a lot of new members on our committee who would want to learn all about it." As passed by Senate, bill has 4 minor amendments offered by Sen. Francis Case (R-S. D.), who also gave this warning: "A body of law seems to have been growing up with reference to specific programs, rather than the overall program content of a given station. If this practice should continue . . . the Commission will have specifically approved or disapproved various specific types of programs notwithstanding the provision of the act, that 'No regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.' "

FCC's color decision is a "classic case for judicial non-intervention," Commission (plus Justice Dept. and CBS) told Supreme Court Feb. 5 when it asked court to affirm lower court's decision in FCC favor (Vol. 6:51). "It is elementary that in such circumstances, the Court will not substitute its judgment for that of an administrative agency," Commission said. To RCA's contention FCC failed to reopen hearing for its post-hearing progress report and Condon Report, FCC answered: "This may well have been because neither report contained anything which would have warranted such action." RCA and intervenors have 20 days to respond to this. Supreme Court action isn't expected before March 5.

Hearing on electromagnetic radiation bill (Vol. 7:2, 4) was set for Feb. 21 by Senate Interstate & Foreign Commerce Committee. Asking to appear, so far, are FCC, Air Force, NAB, RTMA, a few stations. Stations are fearful of too much military control, though they've received assurances from FCC Chairman Coy and Air Force communications chief Maj. Gen. F. L. Ankenbrandt.

Three more illegal TV stations, with miniscule powers (10 watts or so), have been found and closed down by FCC —none of them stature of Sylvania, which was fined $2500 for operating unlicensed outlet in Emporium, Pa. (Vol. 7:5). One was in Williamsport, Pa., other 2 in Texas, towns undisclosed, but said to be within rebroadcast range of commercial stations.

First annual volume of best scripts written especially for TV—*Best TV Plays of the Year*, edited by NBC-TV casting director Wm. I. Kaufman—will be published Feb. 15. Book also includes articles on acting and production by experts in the field.

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I—CONSERVATION: TV LEADS THE WAY: Spark of hope for continued high TV production glows brightly -- thanks to ingenious materials-saving efforts.

RCA fanned it strongly last week when it released to entire industry the fruit of its critical materials conservation program (Vol. 7:6).

Philco applied a bellows this week when it demonstrated its finished product -- the "performance-conservation" set (Vol. 7:1-4,6) -- to govt. officials and newsmen, offered circuit diagrams and technical data to all comers.

Same or similar conservation techniques, it was noted, apply as well to radios, phonographs, tubes, installation materials.

Significance of events of last 2 weeks, obviously, is not who got there "fustest with the mostest," but fact that the tremendous know-how and multi-million dollar research facilities of electronics industry -- as exemplified by the leadership of 2 giants -- will be combined, and shared, for the sake of keeping plants humming until such time as military orders are industry's main business.

Entire conservation issue was summed up by Philco engineering-research v.p. Leslie J. Woods, when he said question is one "of survival of this industry...to keep our plants going and personnel together until we get enough defense orders."

* * * *

Other industries might do well, govt. mobilizers were heard to observe, to heed progress of TV-radio industry in its self-started campaign to save substantial quantities of critical materials without degrading quality of product.

John Daley, chief of NPA Electronic Products Div., among those attending demonstration, told us he was "very much impressed with the savings effected" in the Philco set. He said he was especially pleased with Philco's -- and RCA's -- "willingness to make their developments available to the entire industry."

Marvin Hobbs, director of Munitions Board Electronics Div., called Philco's achievements an "initial step in the right direction, which certainly is well warranted." He pointed out that military orders won't get into mass-production stage until late 1951 or early 1952 and further efforts -- especially in cutting down amount of scarce materials in electron tubes -- will be necessary.

II—CONSERVATION: PHILCO DEMONSTRATES: Philco's new TV receiver -- completely redesigned -- is an improved set, Mr. Woods told govt. brass and the press at separate showings in Washington's Hotel Statler, Feb. 14-15. The demonstrations certainly appeared to bear this out.

Two-year engineering program is climaxed in Philco's "new concept of design," Mr. Woods said, emphasizing that "most of the set is the result of direct planning prior to Korea and is in no respect a hurry-up, makeshift job."

New circuits eliminate use of cobalt entirely, reduce amount of aluminum by 68%, silicon steel (power and low frequency transformer cores) by 58%, ferrite (high frequency transformer cores) by 51%, copper by 26%, nickel by 15%.

Production of new set is scheduled to begin latter April in 17 & 20-inch

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models, with all savings of material due to be in effect by end of June. Some of the conservation measures are already being realized in current production.

Cost of new set will probably be "approximately the same" as comparable current models, according to Mr. Woods. It's known that electrostatically-focused picture tube (Vol. 7:1,3-6), heart of the set, costs more to produce than current magnetically-focused tube because focusing components must be built into tube. Manpower requirements are about same.

"This is it" -- so far as Philco is concerned. For the present, at least, Philco has reached "irreducible minimum" in conservation progress, Mr. Woods said. "The big job has been done," he said. "Any further steps will be minor."

* * * *

New receiver is built around 3 major developments:

(1) New deflection circuits, using lower voltage and employing new Philco 6V3 damper tube, saving copper and ferrite by eliminating width and linearity coils.

(2) New power supply, employing 2 selenium rectifiers in voltage doubler circuit, eliminating power transformer with big saving in steel and copper (Vol. 7:3). Plate voltage has been cut from 320 to 250 volts. (Motorola, Emerson and others used transformerless voltage doubler power supplies several years ago.)

(3) Electrostatically-focused picture tube, eliminating need for cobalt or copper magnet in focus circuit.

Weight of set has been cut more than 12 lbs. -- from present 39 lbs. 10 oz. to 27 lbs. 8 oz. for new type chassis and picture tube assembly.

Built-in antenna is retained -- obviating fear this might be early casualty of any conservation program -- because sometimes it's the only antenna needed.

* * * *

There was nothing "austere" about looks or performance of new set at the Washington demonstrations.

Two 17-inch table models, one of the new type and one from current Philco production, were placed side-by-side, connected to same antenna at Statler Hotel in midtown Washington. From front of cabinet, they appeared identical.

On local reception (test pattern) there was no noticeable difference between performance of the 2 sets.

In simulated "fringe area" test -- reception of Baltimore station some 30 miles away -- contrast was somewhat better on new "performance-conservation" set.

Then line voltage was dropped to 90 volts, without readjustment of focus control. Picture on conventional set became fuzzy. Picture on the new type set remained in sharp focus. Mr. Woods called this the result of "self-compensating" nature of electrostatic focusing -- an advantage where line voltage fluctuates.

Field tests have proved Philco's new circuits "superior to existing designs under the most severe conditions," according to president Wm. Balderston -- reporting on "fringe area" tests conducted in Morrisville, Pa., across river from Trenton, N.J., where marginal signals are receivable on 10 channels and electrical interference from nearby industries is strong. He said:

"The new Philco chassis produces clear, sharp pictures and consistently outperforms all other TV receivers tested in this area of difficult reception."

III—CONSERVATION: HOW THEY DID IT: Many of the conservation steps taken by Philco are similar to those outlined by RCA in its Feb. 9 report on "Conservation of Critical Materials." Examples: shorter copper leads on tubular and mica capacitors; hookup wire size reduced from 22 to 24 gauge; aluminum cup on rear of picture tube replaced with fibre; brass reduced in control bushings; brass hardware and screws replaced by steel; electrostatic focusing; Alnico III (no cobalt) replacing Alnico V beam bender on CR tube.

Complete elimination of cobalt from set is accomplished through use of: (1) electrostatically-focused picture tube, and (2) electromagnetic speaker.

Most manufacturers have shied away from electromagnetic speaker as substitute for permanent magnet (24% cobalt) type. They have preferred to reduce size of

the magnets, cutting them by as much as two-thirds. This is principally because: (a) electromagnetic speaker requires circuit redesign, and (b) many speaker makers can't get copper, and some of them lack coil-winding equipment (Vol. 6:52).

But Philco says that, because it has eliminated power transformer, it can easily borrow the half-pound of copper required for speaker field and still realize vast copper saving -- at the same time emancipating itself from the cobalt blues.

Philco originally intended to use permanent magnet speaker in its new set, changed its mind as recently as a month ago. This is borne out by fact that early in January president Balderston told Chicago distributors convention new receiver would use 85% less cobalt than present models.

In view of ever-tightening cobalt restrictions (Vol. 6:52, 7:5), it's probable industry will reluctantly switch to electromagnetic speakers. A National Production Authority official told us it's a wise idea to end all dependence on cobalt because -- as he put it -- "cobalt is out of the picture."

* * * *

Highlights of material savings in new Philco chassis:

Aluminum, 0.563 lb. saved per receiver: Picture tube frame assembly straps replaced with fabric; amount of aluminum foil in electrolytic capacitors reduced by use of low-voltage power supply; one electrolytic eliminated by use of new CR tube.

Copper, 1.236 lb. saved: Power transformer removed, replaced with smaller filament transformer; wire in audio output transformer decreased "with special compensation to maintain sound quality;" width and linearity coils removed through use of new deflection circuit; horizontal output transformer coil reduced; ribbon-type ground and mounting straps replaced with wire.

Cadmium: "Non-strategic materials" used for plating wherever possible.

Ferrite, 0.529 lb.: Horizontal output transformer core reduced; deflection yoke core replaced with "non-critical" flake iron; width and linearity control cores removed -- new set using resistor type width control, no linearity control.

Silicon steel, 7.399 lbs.: Power transformer core reduced through use of voltage doubler power supply; output transformer core reduced.

Thus, on basis of 1950 production of 7,463,800 TVs (Vol. 7:6), if this type of conservation program had been used by the entire industry last year, these approximate savings would have been realized: copper, 4600 tons; silicon steel, 27,600 tons; cobalt, 440 tons; nickel, 224 tons; ferrite (20% nickel oxide), 2950 tons; aluminum, 2100 tons.

New-model phonograph, also announced by Philco, will result in these savings of scarce metals: Aluminum, 100% or 100,000 lbs. per 200,000 record changers; brass, 100% or 74,400 lbs. per 200,000 units; phosphor bronze, 100% or 600 lbs.; stainless steel, 50% or 9700 lbs.; zinc, 83.5% or 200,000 lbs.

COLOR SIMMERS IN COURTS & LABS: Color issue is quiescent -- except for little geysers of speeches and publicity which seem to have negligible impact on trade or public.

But it would be wise to gear for another big eruption sooner or later -- because there seems to be a veritable obsession, among a very powerful FCC clique, to put across the field-sequential system (CBS).

This despite war, the daily-more-obvious superiority of dot-sequential system (RCA, et al), and the total rejection of Commission decision by very nearly the entire electronics industry.

Much depends on Supreme Court and timing of its action. Aside from fact that every black-and-white set built is another hurdle for any incompatible system, more time gives chance for industry to wrap up compatible system into a package so impressive that FCC must inevitably institute new color hearings.

There's talk, even now, that Comr. Jones, probably Hyde, are willing to consider "dual standards" being plugged by RCA, despite Chairman Coy's flat rejection of idea (Vol. 7:3). Jones, you'll remember, was ardent multiple standards advocate early in hearing, when he thought that was only way CBS might be shoe-horned in.

But if Supreme Court rules in FCC favor, by March 5 or 12, you can expect

Commission to cut loose with every promotional means it commands. CBS will feel obliged to plump with all its might. And some manufacturers or advertisers, envisaging a fast buck or some publicity, may stir up some fuss -- though all the big set makers, now more concerned than ever with materials shortages and defense demands, are more adamant than ever against any incompatible system.

* * * *

Supreme Court's action and timing, as it affects implementation of FCC decision, is by no means predictable. Govt. lawyers are betting even money on whether it will simply affirm lower court or grant RCA & intervenors oral argument.

If argument is granted (only ½ to 1 hour per side, normally), it would probably be heard in latter April, with final decision near end of Court session -- late May or early June. Also, there's no way of knowing whether Court will lift ban on commercialization of CBS color (imposed by lower court until April 1) if case is still pending after that date.

Further, certain obviously partial govt. lawyers say decision of 3-judge court (Vol. 6:51) is so bad that Supreme Court may want to issue "spanking," remanding case back to lower court and saying, in effect: "What do you mean by sloughing this case off on us? It's your job to give a final decision." If that happens, final action may be shoved into nebulous future -- perhaps far into fall or winter.

What worries CBS proponents is not ultimate Court decision but delay. They have little doubt Court will affirm FCC's legal authority to make such decisions -- be they good or bad -- as did the Chicago court.

Midst of all these legalities, RCA and/or others may request and possibly get new hearing on recently-demonstrated improvements (Vol. 6:49-50) and still others as yet unrevealed. This would throw all time-element guessing out of whack.

Speculation about investigation by Senate Small Business Committee (Vol. 7:3) is dismissed by Chairman Sparkman (D-Ala.) who says: "We don't plan any intensive study -- hearings and the like -- but I have directed the staff to watch it. We don't have sufficient staff to go into it and we have lots of more pressing matters to cover."

* * * *

In addition to RCA, at least Hazeltine, Philco, DuMont and GE are doing intensive work on dot-sequential systems. We understand that Philco, particularly, has something hot and secret up its technical sleeve -- possibly new tri-color receiving or camera tube. NTSC's Ad Hoc color committee (Vol. 7:1) expects to complete "synthesis" of best in color systems by spring.

Finest "educational job" on color today is being accomplished by Hazeltine -- notably by its respected research v.p. Arthur V. Loughren. In a series of addresses to technical groups around country, he's talking kind of language FCC cannot ignore and still claim devotion to public interest. And it's the kind of language that Congressional committees generally don't ignore.

Loughren doesn't even mention compatibility, or use the terms "mechanical," or "small screen," etc. He sees no need for discoursing on those factors, though he doesn't minimize their importance. His theme:

Best color system, putting most information in narrowest possible band, making most efficient use of limited natural resource -- the radio spectrum -- is one that employs mixed highs, dot-interlace (or related method), constant-luminance, plus certain other techniques.

Apparatus difficulties, such as RCA's early 3-tube receivers, can't be ignored, Loughren readily admits. But he insists that apparatus problems always drop away -- as indeed they have -- if system is basically sound. "System capabilities, not apparatus, should provide the ceiling on performance," he maintains. He chides FCC, but not too roughly, for not looking beyond apparatus to the system, admits its job wasn't envious.

Loughren's latest talk, before Washington IRE Feb. 12, was heard by some 300-400 keenly interested technicians, including FCC's Comr. Sterling, chief TV engineer Cyril Braum, asst. lab chief Willmar Roberts.

Course in color, for licensees, starts March 5 at Hazeltine. About 60 licensees have already signed up for 2-week, 20-session series.

Industry has good reason to regret Hazeltine didn't appear during color hearing. But if and when FCC goes into hearings again, it would seem to be better part of strategy to have Loughren on tap.

Pure science isn't Hazeltine's only motive in its efforts -- and no one pretends that it is -- since company has claim to important patents involved. It is cross-licensed, though competitive, with RCA, et al -- and, presumably, that will "taint" Hazeltine in some Commission eyes.

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Meanwhile, CBS is still trying -- in speeches and well-publicized demonstrations. President Frank Stanton this week told San Francisco Electric Club that movies are shifting heavily to color, that "costs in TV will be so tremendous in the future that advertisers may not be as attracted to TV without color." CBS also showed color this week to Lehigh Valley IRE section in Reading, Pa.

CBS's suit against DuMont, alleging patent infringement in industrial color equipment (Vol. 7:4), was answered by DuMont. Latter refuted everything, said all CBS wants to do is to gain publicity, injure DuMont, discredit ex-CBS engineer G. R. Tingley, now with DuMont.

Another tri-color tube popped into news this week, when Dr. Irving Rehman, U of Southern California X-ray expert and anatomist, was reported by AP as having developed one with cooperation of Singer TV Mfg. Co., Los Angeles. Firm, so far as we know, doesn't make TV receivers. Dispatch says tube has color phosphor disc rotating inside tube, that picture is projected, that it's best for CBS system but can also be adapted for RCA's.

MORE MOVIEGOING DESPITE TV THREAT: TV gets much of the blame for declining movie attendance -- but gloom among moviemen is giving way to new feeling of optimism already reflected in upsurge in film company shares on the exchanges.

That's because boxoffice, in recent weeks, has begun to creep up from disturbing lows of last few years.

Not only that: Moviemen see TV held down for quite some time -- due to receiver production cutbacks forced by defense mobilization, FCC freeze keeping new stations off air for several more years at least (Vol. 7:5), continuance of color imbroglio, possible snafus over vhf-uhf allocations, etc. All these in addition to claim that "novelty of TV is wearing off."

The TV spectre has been halted -- or is about to be -- in its meteoric stride. At least, so they say -- though without yet producing supporting statistics.

Recent attendance figures betoken possibility that lush boxoffices of World War II days may be on way back. Trend certainly is similar: war economy, inflation, growing military camps, all conducing to more spending for entertainment.

But 1950 boxoffice was down quite a bit. Audience Research Inc. (Gallup) estimates year's average weekly attendance was 57,000,000, compared to 62,000,000 in 1949 and 80,500,000 in peak 1946.

Wall Street Journal's recent 10-city survey noted these 1950 declines from 1949: New York 15%, Chicago 25%, Philadelphia 33 1/3%, Cleveland 25-40%, Detroit 34-40%, Southwest 10-15%. Disgruntled exhibitor was quoted as placing blame thus: "There are too many TV sets in people's living rooms."

Most commonly heard reasons for improvement, says Journal: "A few more top-notch pictures, TV's novelty wearing off, more people with jobs, bigger paychecks." In addition, some exhibitors believe stiffer credit regulations, cutting installment buying, are shunting money to entertainment. And many individual theatres are benefiting from shutdowns of marginal houses -- an estimated 600 closing down last year.

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Upsurge is lending zest to promotional campaigns in which movie industry is really beating the bushes. For example, quite aside from using more TV-radio advertising to plug individual pictures (see Station Accounts):

They're also enlisting hotels, restaurants, bowling alleys, even clothing stores and transportation utilities in national ad campaign whose theme is "get 'em out of the house." This was urged upon exhibitors by Arthur L. Mayer, executive v.p. of Council of Motion Pictures Organizations (COMPO), who in recent letter said newspapers should also be interested -- not only for increased revenue from concomitant advertising but because TV is their competition, too.

COMPO has reported agreements with 80 candy, soft drink and equipment companies to plug "go to the movies" theme in their newspaper, radio, TV advertising. It noted most of them benefit from sales in theatre lobbies, etc.

All motion pictures in color was urged recently by Gael Sullivan, head of Theatre Owners of America, as a means of combating TV inroads. He also plumped for 3-dimensional pictures and theatre-TV.

Point made for third dimension is that, if feasible, it would make all flat-screen projections (movie or TV) literally "flat" by comparison. A major company in this field is Cinerama Inc., controlled by same interests as Reeves Soundcraft, which also manufactures TV equipment (TV Factbook No. 12).

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Theatre-TV is still white hope of exhibitors. Get public in to see exclusives, is main idea of theatre-TV enthusiasts.

Latest big news about theatre-TV is agreement of 20th Century-Fox with Swiss Federal Institute of Technology covering latter's Eidophore system of large-screen video (Vol. 1:13). It's reported 20th Century will provide funds for the continued development of 12-year-old system using arc light and liquid-filled magnifier, in exchange for exclusive commercial rights on royalty basis.

But system apparently is far from finished. Spyros Skouras is quoted in Feb. 11 New York Times:

"For purely technical reasons, from 18 months to 2 years must pass before we can be in full swing...It is not impossible that ultimately home TV will also benefit, but that is not foreseen in the immediate future."

Swiss system may be used in 24-theatre Fox hookup on West Coast, according to trade reports (Vol. 6:17).

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RCA offered reduction, not so long ago, in $25,000 price of its theatre-TV installations if it gets enough orders to permit mass-production. Negotiations with TOA are in progress, and it's understood enough firm orders may be written soon to permit reduction to $15,000. At moment, only about 15 houses in U.S. have such systems installed and operating.

Theatre-TV proponents have high hopes FCC will soon fix date for hearing on their request for frequencies (Vol. 6:29). There's some talk among engineers that system might work all right on common carrier frequencies, without need for any exclusive frequencies.

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Possible source of conflict among motion picture people -- only in talk stage yet -- is fact that divorcement of producer-exhibitor interests forced by Govt. may turn former to rentals to TV as source of income. On other hand, there's inescapable fact mere 107 stations in only 63 areas are presently operating, and freeze stays on; there's Petrillo; there's theatre-TV as threat from exhibitors.

Nobody seriously thinks producers, in near future at least, will seek deliberately to alienate their main source of rentals, the movie house. At any rate, the big producers continue to keep their run-out pictures in vaults, albeit they too would like to get even the limited revenues TV rentals might bring in.

CIVIL DEFENSE EFFORTS STIRRING: Communications aspects of civil defense, like most other facets, are again primarily state and municipal responsibilities -- as in World War II. Frequency assignments, of course, are under FCC control.

Many states have made good progress, while still-forming Civil Defense Administration only recently got a boss (former Florida Gov. Millard F. Caldwell) and has yet to get appropriation from Congress.

On technical side, only TV-radio station participation planned is broadcasting alerts or in maintaining "radio silence" if necessary. CDA, along with FCC and Air Force, is also studying stations' "homing" value to enemy aircraft.

States and cities are expected to supply own communications equipment (mobile, walkie-talkie, etc.), but CDA hopes to get funds to buy gear for a few critical "target" cities, is asking NPA to give it same priority as military.

Amateurs are being counted on. Characteristically, they're straining at leash to assist. Presumably, CDA would go to bat for them for spare parts, etc.

On programming side, CDA plans to feed TV-radio material to stations when it gets funds. Stations are offering all kinds of facilities for CDA's use.

Heading up technical side is Robert Burton, who did same job in last war, worked for Voice of America since. Top man in program field is Jesse Butcher, veteran of networks, stations, ad agencies, USO radio activities. A top figure in CDA is Clem J. Randau, named executive director this week -- third in command. He's former United Press business v.p., director of Marshall Field stations, president of Wichita's KFBI. Currently, he's stockholder and a director of New York's WNEW and co-publisher of weekly New Milford (Conn.) Times.

Station Accounts: Radio Daily reports major movie firms turning more to radio and TV—"as a stimulant to sagging boxoffice returns"—with Columbia Pictures planning big TV spot schedule for upcoming new film *Valentino;* Paramount using TV for buildup of *Molly,* soon to be released, based on CBS-TV show *The Goldbergs;* Paramount also planning TV-radio campaigns for *Mating Season, The Lemon-Drop Kid, Appointment with Danger;* United Artists using trailers from *Cyrano de Bergerac;* RKO's *Cry Danger* and *His Kind of Woman* due for heavy TV spot promotion next month . . . Chase National Bank first sponsor reported signing for *March of Time Through the Years,* films, starting Feb. 23 on WJZ-TV, New York, Fri. 10-10:30, other times on WENR-TV, Chicago, and WXYZ-TV, Detroit, thru Hewitt, Ogilvy, Benson & Mather, N. Y. . . . Celanese Corp. of America March 2 starts new *Wendie Barrie* show on WJZ-TV, Fri. 8:15-8:30, thru Ellington & Co. . . . National Shoes Inc. (women's shoe store chain) Feb. 18 starts *Time for Adventure,* children's stories, on WNBT, New York, Sun. 10-10:30 a.m., thru Emil Mogul Co. . . . Weston Electric Instrument Co., Newark, latest to plan using TV to recruit personnel (Vol. 7:5-6), thru United Adv., N. Y. . . . Kellogg Co. reported to have purchased 26 *Wild Bill Hickok* pictures to be produced by Wm. Broidy, to be placed thru Leo Burnett Co., Chicago . . . Forest Lawn Cemetery in Los Angeles is financing production of thirteen 30-min. films on inter-denominational Biblical subjects, each costing about $15,000 and shot by Crusader Films, with plugs for own local placements but open-ended for syndication to other cities thru Ziv . . . Among other advertisers currently reported using or preparing to use TV: Crescent Chemical Co. (Gre-Sol), thru Hal Stebbins Co., Los Angeles; Meyenberg Milk Products Co. (condensed milk), thru Mayers Co., Los Angeles; P. Lorillard Co. (Muriel cigars), thru Lennen & Mitchell, N. Y.; Marlene's Inc. (hair waving shampoo), thru O'Neill, Larson & McMahon, Chicago; All-American Airlines, thru Buchanan & Co., N. Y.; Mars Television Inc. (TV receivers), thru Moselle & Eisen, N. Y.; Borden Co. (Hemo beverage), thru Duane Jones Co., N. Y.; Bank of America, thru Chas. R. Stuart Adv., San Francisco; Gibson-Hohmans Co. (calking), thru Gregory & House, Cleveland; Donna Lo Co., St. Louis (permanent wave shampoo), thru Olian Adv., St. Louis; Rockwood & Co. (candy), thru Platt-Forbes, N. Y.; Coffee Time Products Inc., Boston (carbonated coffee drink), thru Harry Paul & Associates, Boston; Air France, thru J. M. Mathes, N. Y.; Bovril of America Inc., thru Victor A. Bennett, N. Y.; Frank Bownes Co. (Modern Paints), thru Harry M. Frost Co., Boston.

Network Accounts: America for Christ Inc., non-profit organization of Christian laymen under guidance of Methodist Church's board of evangelism, March 5 starts *Circuit Rider* on ABC-TV, Mon. 11-11:30 p.m., thru Turner & Dyson, N. Y. . . . Lutheran Laymen's League Feb. 25 will present another special religious program on ABC-TV, *Bringing Christ to the Nation,* Sun. 4-4:30, thru Gotham Adv. Co., N. Y. . . . Corn Products Refining Co. (Linit starch) March 1 starts sponsorship of Thu. 1:45-2 segment of *Garry Moore Show* on CBS-TV, thru C. L. Miller Co., N. Y. . . . Next of Coca-Cola's *Edgar Bergen-Charlie McCarthy* shows on CBS-TV will be April 27, Fri. 9:30-10, thru D'Arcy Adv. Co., N. Y. . . . Bea Lillie March 18 replaces Bob Hope one-time on Frigidaire's *Star Spangled Revue* on NBC-TV, Sun. 8-9 . . . Pall Mall Cigarettes March 9 moves *Big Story* on NBC-TV, from alt. Fri. 9:30-10 to Fri. 9-9:30, thru Sullivan, Stauffer, Colwell & Bayles.

Personal Notes: Lester Gottlieb, CBS radio and TV producer, named director of network radio programs originating in New York, succeeding Robert Heller, resigned . . . Paul McCluer quits March 1 as NBC Central Div. radio sales mgr. to become asst. gen. mgr., Wade Adv., Chicago . . . Eugene S. Thomas, WOR-TV operations mgr., named chairman of program committee for St. Louis convention of Advertising Federation of America, June 10-13 . . . Edward Bleier, DuMont Network program service coordinator, recalled to Army duty . . . John F. Noone, ex-Meredith Publishing Co., appointed sales director of WPIX, New York . . . Robert Lambe, ex-WFMY-TV, Greensboro, N. C., named gen. sales mgr., WTAR & WTAR-TV, Norfolk . . . Julian Kaufman promoted to commercial mgr., KPHO-TV, Phoenix . . . Jack W. Rogers appointed regional sales mgr., WBAP & WBAP-TV, Ft. Worth, succeeding Jack Holmes, now with Ziv; Thaine Engle promoted to promotion chief . . . Eric Harris, TV recording technician, promoted to supervisor of special effects of CBS-TV, replacing John DeMott, now with Wm. Esty Co. . . . Everard E. Meade, TV-radio v.p., Young & Rubicam, with staff have taken over duties of Roland Gillett, resigned . . . Arnold Olin Leads resigns as TV director, Moss Associates, his duties being taken over by Joseph Moss . . . Earl G. Thomas named TV-radio v.p., Bennett, Walther & Meanadier Inc., N. Y. . . . Leslie G. Arries Jr. promoted to asst. to C. G. Alexander, DuMont program production dept. director.

Frank B. Scott, member of Congress who helped frame original Radio Act of 1926, later a prominent Washington radio attorney, died Feb. 12 in Palm Beach. Funeral was held Feb. 16 at his home in Alpena, Mich.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
February 17, 1951

RTMA COMMAND MOBILIZES FOR CRISIS: TV-radio industry ready and willing to do Uncle Sam's bidding this week faced up to paradox of (a) continued high production, and (b) not-so-high military orders, even as (c) more and more restrictions were being imposed on critically needed raw materials.

How to correlate these problems was main preoccupation of RTMA committees, divisions, board, et al, at this week's annual midwinter conferences in Chicago. These were the general conclusions:

(1) Civilian production must be maintained, as much for need to keep vital "electronics army" mobilized, ready for any eventuality, as for selfish interests of this big segment of the business economy.

(2) Military orders, as presently envisaged in Washington, aren't enough to "take up the slack" between lessening civilian output and military production (Vol. 7:3). All TV-radio firms face rough going, some even may have to go out of business -- no one can entirely escape the shoals ahead.

(3) Individual companies must go to Washington to slug it out for themselves for more materials, relief from restrictions, govt. orders. RTMA can't do it for them. All RTMA can do is keep membership advised, through committees dig up facts and figures to aid them, and of course work on legislation.

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To accomplish first objective, in addition to conservation and substitution programs already launched, RTMA board authorized general expansion with larger staff, possibly own building, new paid president. Appointed to job, due to take over on or about April 1, was Glen McDaniel, RCA v.p., attorney, wartime Navy radio contract officer (Vol. 7:2). He succeeds Robert Sprague, who remains chairman.

To keep pace with military orders problems, RTMA will set up new supreme Policy Committee to operate as sort of industry "high command." It's set up to be more functional than Joint Electronics Industry Committee (Fred Lack & Robert Tait, co-chairmen), whose job is too high-level for detail work, and superior to Electronic Parts Mobilization Committee (A. D. Plamondon & Robert Laux, co-chairmen).

New Policy Committee is headed by McDaniel, includes Benjamin Abrams, Emerson; Dr. W. R. G. Baker, GE; Paul V. Galvin, Motorola; L. F. Hardy, Philco; Leslie F. Muter, Muter Co.; A. D. Plamondon Jr., Indiana Steel Products; Robert C. Tait, Stromberg; R. G. Zender, Lenz. RTMA chairman Sprague is ex-officio member.

First job will be to correlate all information on conservation and substitution measures, disseminate data to industry and to proper govt. officials. For example, it will take metals survey already made by Plamondon-Laux group, and decide how to use it, what govt. agency to contact, etc. As yet unreleased survey shows amounts of scarce metals used by industry in 1950, compared with total supply.

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Industry leaders agreed they're "living off fat" in current outpouring of TVs, foresee diminution of supplies certain by second quarter, real hardships third and fourth quarters. In view of material savings successes of RCA & Philco, remarks of one components maker were revealing:

"TV-radio has been profligate in its production processes for a long time. Plenty of savings are possible, not only in materials but also through tightening up of production techniques. But maybe it has all been for the best; the profligacy of the industry gives it the leeway to save now when it's needed."

RTMA will "aggressively" oppose proposed 25% excise tax (Vol. 7:6), basing case on "equity," stressing importance to defense and economy that no more roadblocks be put in TV's way, pointing to station freeze, shortages, etc. as obstacles already faced. New Tax Committee was named, headed by RCA's A. M. Freeman.

GOVT. CONCERN FOR SMALL BUSINESS: "Small business" has become sacred phrase at all defense mobilization agencies -- ever since Senate Small Business Committee accused National Production Authority of ignoring fact that material shortages threaten "large segment of American small business" with bankruptcy (Vol. 7:5).

NPA acknowledges that many small firms are finding it difficult to get materials necessary to stay in business without military orders. So, Defense Production Administration is getting ready to do something about it. For example:

Reward to prime contractors as incentive for increased subcontracting is one proposal being considered. Plan would place responsibility for subcontracting squarely on prime contractors, giving them more liberal allowances for "getting the business out" when their contracts are renegotiated.

Increased use of competitive bidding -- rather than negotiated contracts -- is another method being explored. Competitive bidding would be official govt. policy in cases where items involved are "standard."

Further evidencing Govt.'s concern for small business, DPA Administrator Harrison Feb. 16 appointed John C. Pritchard, Denver businessman, as Special Asst. for Small Business. Last week, Pritchard was named director of NPA's Office of Small Business (Vol. 7:6). He will serve in both posts.

NO TAX-BUYING SPURT, TRADE 'NORMAL': Maybe we called the shots a bit too quickly, putting too much emphasis on headline news from Washington, in reporting (Vol. 7:6) immediate effect of proposed 25% factory excise tax would be to stimulate set sales.

Some markets felt upsurge, to be sure, but it would be wrong to imply any tidal wave of business is resulting. Even in Washington, strong TV market, the news caused only slight buying flurry -- nothing comparable to that which resulted just before 10% factory excise went into effect last Nov. 1.

TV-radio business can best be described as good, by and large -- "normal," as some prefer to describe it. There's plenty of merchandise, more is piling up, but it continues to move to the public at satisfactory pace. That, at least, is condition among name-brand manufacturers and distributors we contacted this week.

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The 25% excise is long way off, probably well into summer, since Congress wants to review whole tax structure. Public apparently is wise to that fact. At any rate, threat of excise is not an important sales-impetus now, we're told, and many don't want to use it as an advertising come-on for fear of being accused of lack of patriotism. For, after all, Treasury proposes tax -- and tighter credit controls are threatened -- to discourage buying as one way to curb inflation.

There are some really bad trade spots. Los Angeles, for example, is in throes of price-cutting siege and special deals -- sales reported by Retailing Daily to be off 50-60% from last July-September peak. Situation is aggravated by spectre of county inventory tax, due March 28, and stocks held are reported to be 150-200% more than last year at this time.

In New York, January TV retail sales were reported by New York Times as up 10-25% over same month last year, 27-store Davega chain reporting sharp upturn currently due (a) partly to "rush" to beat possible excise hike, and (b) partly to liberal trade-in allowances on old sets, which enjoy "substantial and lively market among consumers whose income precluded purchases of higher priced new models."

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Factories meanwhile continue to turn out TVs and radios at amazing clip. RTMA first February week figures (actually, week ending Feb. 2) showed 167,315 TVs (4073 of them private brand) plus 322,855 radios (209,955 home, 100,944 auto, 11,956 portable). This compares with fourth January week's 176,860 TVs, 344,216 radios; third's 188,758 & 342,586; second's 167,859 & 338,528; first's 105,699 & 209,792.

First February week's drop was notably small, when you take into account Philco's stoppage 3 days that week, Admiral's 2-day shutdown, GE's one-day, due to rail strike (Vol. 7:5). Previously unreported, also, was fact that week before RCA plants in Indianapolis & Bloomington, Ind., lost day each due to storm.

Topics & Trends of TV Trade: Dislocations may occur here and there—but enough parts are available to keep all the nation's 11,000,000-plus TV sets operating. So say the manufacturers, who are pledged to turn out proportionate amount of replacement parts for every set they produce, and intend to continue doing so.

Shortages, their service executives say, usually reveal that servicemen aren't contacting local distributors. They usually buy from jobbers, and many seem unaware they can get parts from franchised wholesalers.

DO's from local military posts, in a few instances, have temporarily diminished local parts stocks (Vol. 6:50), but directives have gone out from manufacturers that this type of order henceforth should be filled by air freight from factory whenever feasible.

To show good intent, RTMA Service Committee got together with National Better Business Bureau officials during Chicago RTMA conferences this week, agreed to work with BBB whenever parts situation arouses beefs from local set owners. Modus operandi will be worked out at Feb. 27 meeting in Chicago with RTMA subcommittee comprising: A. T. Alexander, Motorola, chairman; Frank Smolek, Zenith; N. J. Cooper, Hallicrafters; L. E. Priscal, Sentinel.

RTMA Service Committee got $15,000 budget to promote TV-radio servicing courses in secondary and vocational schools. Need for servicemen is acute, says chairman E. W. Merriam, DuMont, not only because of military drains but because TV production has outstripped concurrent increase in needed technicians.

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Community antenna successes (Vol. 7:2) have precipitated flood of inquiries, Philco and Jerrold Electronics report. For example: Philco says president of Sacramento Chamber of Commerce flew to Philadelphia expressly to investigate system's possibilities for his city; and WBOC-FM, Salisbury, Md., losing money, was willing to go off air if necessary (it wasn't) to place community antenna on its tower. Jerrold has now tailored system specifically for community service; formerly, it was same gear used for apartments. New equipment features maximum gain of 7000 instead of previous 500, conversion of high channels (Nos. 7-13) to low (Nos. 2-6) to reduce line losses, plus use of RG/59U cable instead of scarcer RG/11U which costs 3 times as much. In addition to distribution, Philco is assisting Jerrold in design work, procurement of tubes and other materials. One Philco distributor foresees "struggle for power" in acquiring rights to install community antennas. He says: "We're trying to land some deals, but Philco and Jerrold each claim national distribution. Installations could be nice plum, but there are lots of bugs—including advance survey ($2000, only ½ recoverable) and acquisition of rights to utility poles."

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Majestic introduced new line of 19 models at Jan. 15 distributors convention in New York where it revealed 15% of its present production is already on govt. contracts. Only 3 models are tables: Model 70, 17-in. leatherette, $239.95; 72, same, mahogany, $289.95; 73, same, blonde, $299.95. Others, all consoles, all mahogany unless otherwise specified, are (prices include excise tax):

17-in.: 712, plastic front, $299.95; 700, $329.95; 701, blonde, $339.95; 1710, doors, $359.95; 715, maple, doors, $369.95; 717, blonde, $379.95; 1720, doors, $389.95; 1721, blonde, doors, $409.95; 7PR12, AM-FM-phono, doors, $489.95; 7PR13, blonde, AM-FM-phono, doors, $509.95.

19-in. (all with doors): 902, $469.95; 903, blonde, $499.95; 9P4, phono, $539.95; 9P5, blonde, phono, $569.95; 9PR8, AM-FM-phono, $599.95; 9PR9, blonde, AM-FM-phono, $629.95.

Opposition to hiked TV-radio excise tax proposed by Administration (Vol. 7:6), to be heard March 7-15 by House Ways & Means Committee, includes following who filed appearances by Feb. 15 deadline: RTMA (Glen McDaniel, Robert Sprague or F. Cleveland Hedrick, possible Admiral witness), NAB (Ralph Hardy), Florida Assn. of Broadcasters (Garland Powell), WIOD, Miami (James Legate), possibly United Electrical, Radio & Machine Workers (Russ Nixon). Also scheduled to be heard on excise is Capitol Records (Glen Wallichs). Protesting admissions tax on radio & TV shows will be League of N. Y. Theatres (James Reilly).

Greatest shortages at moment, according to corridor conversation at RTMA Chicago meetings this week, seem to be loudspeakers, transformers, receiving tubes—and talk naturally drifted to how to get DO's and relief from NPA. Parts makers are mainly concerned over critical metals, although some wire and resistor makers seemed fairly smug about situation inasmuch as they're selling to producers with military orders, to military services for stockpiling, and to non-radio producers such as electrical equipment firms, power and telephone-telegraph companies, etc.

Shun the word "substitution" when showing customers new conservation sets. That was advice of RCA Victor consumer products v.p. Joseph Elliott, speaking to dealers and distributors Feb. 15 at TV Town Meeting in Cleveland. He warned that inferior quality is presumed automatically, by average customer, when he hears any mention of substitutions—yet changes may even make better sets. Citing conservation measures, such as those accomplished by RCA and Philco, he ventured that "a surprising quantity" of sets would be produced this year despite shortages of critical materials.

Mexico has ended ban on imports of radios, phonographs, radio-phonos and TVs with radio or phono, effective Jan. 20. Import duty on TVs has been raised. List of new import duties on these and some 400 other commodity classifications, including washing machines, records, irons and stoves, is available for 45¢ from Office of International Trade, Department of Commerce, Washington 25, D. C., or from Commerce Dept. field offices.

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Sports-minded TV manufacturers, who know sports telecasts are prime inducements to set sales, breathed sighs of relief at Chicago RTMA meeting this week when they learned 1951 baseball season was going to be broadcast and telecast. Manufacturers decided to develop program to aid dealers in promoting interest in local games—also in observance of anniversaries being celebrated by major and minor leagues. To help in campaign, this subcommittee was appointed: Dan Halpin, RCA; Fred Lyman, DuMont; V. C. Havens, Crosley. Committee heard that more than 1000 radio and TV stations were covering baseball this season—several hundred more than last year.

Petitions in bankruptcy have been filed in New York Federal district court by Vidcraft Television Corp., and in Los Angeles Federal district court by Richmond Television Corp.—former proposing to pay general credits 100%, payable 4% cash and rest in monthly installments of 3%; latter proposing to pay labor and tax claims in full, all other unsecured claims in full with interest-bearing notes.

Cadillac Electronics Corp. is name of latest venture of I. R. Ross, ex-Atwater, ex-Major, and other companies. He's president of new firm, which announces it will market line of TVs nationally. Address: 3 W. 61st St., New York.

Next meeting of RTMA board will be April 12-13 at Seaview Country Club, Absecon, N. J., at which board of RMA of Canada will be guest.

Mobilization Notes: NPA's Electronic Products Div., headed by John Daley, is proceeding with its organizational work. There are now only 20 people on staff—but more than 60 expected by April 1. Two section chiefs have been appointed:

Tube Section—Louis H. Niemann, Sylvania sales engineering manager on leave, who joined division this week.

End Product Section—J. A. Milling, RCA Service Co. v.p. on leave.

Mr. Daley plans to divide division into 12 sections, each representing subdivision of electronics industry. He has invited industry to form two 12-member advisory committees—an Electronic End Products Industry Advisory Committee and an Electronic Components Industry Advisory Committee. Combined, the 24-man group will function as Electronics Industry Advisory Committee.

Seven other 6-man advisory committees will be formed from industry to advise each section of the division.

Division hopes to get staff member from ranks of labor. Ten union representatives are due to join NPA divisions, including Electronic Products Div. Union men who have been selected are those with broad knowledge of industry, and will serve not as special labor consultants but as regular staff members, with same duties as other staffers, an NPA spokesman stressed.

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DPA appointed Charles E. Wampler, AT&T asst. v.p. for operations & engineering, as Director of Program & Requirements this week. Economic Stabilization Agency made these appointments: Nathan Colwell, in charge of Treasury's TV-radio bond promotion, to similar job on Eric Johnston's staff; former Massachusetts Congressman Joseph Casey, chief legislative counsel; Ernest Heilmann, ex-OPA radio branch chief, acting director of OPS Consumer Durable Goods Div.; Charles M. Gilbert, ex-Simon Distributing Corp., Baltimore & Washington (Motorola TV-radio, GE appliances), onetime OPA Consumer Durables Div., to OPS home furnishings branch; B. Bion Howard, Northwestern U economist, loaned to OPS Consumer Durable Goods Div.

Col. Harry L. Vitzthum, ex-commanding officer of Signal Depot, Sacramento, Cal., has been named Assistant Chief of Signal Corps Procurement & Distribution, succeeding Brig. Gen. E. V. Elder, new div. chief (Vol. 7:5).

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To avoid raw film shortage this year, NPA Motion Picture Div. Director Nathan D. Golden Feb. 14 warned movie industry that consumption of film stock must be cut 5-10%. He said TV's use of film—which has reached 5% of total output—together with Defense Dept.'s need for 6%, State Dept.'s requirement of 2%, add up to shortage risk. Earlier in week, DuPont rescinded planned 25% cutback in raw film production (Vol. 7:6). Decision to cut X-ray film output rather than movie film followed meeting of duPont officials with Golden and Motion Picture Assn. v.p. Joyce O'Hara.

War of ideas was recognized as important part of defense effort this week when National Production Authority authorized DO (defense priority) ratings for acquisition of radio and electronics, motion picture and press equipment and materials needed to maintain and expand *Voice of America* (NPA Delegation No. 8).

To bring subcontractors and contractors together, Air Materiel Command's New York Procurement Field Office, 67 Broad St., beginning Feb. 19 will sponsor one-week exhibit by 27 manufacturers having total of more than 300 Air Force contracts valued at $250,000,000. Manufacturers will display parts and equipment they need from subcontractors, and their representatives will be present to discuss specifications with prospective suppliers.

Financial & Trade Notes: RCA financial report for 1950, due to be released Feb. 27, is expected to show gross income well over $600,000,000. Consolidated sales for first 9 months of 1950 were $395,741,391 (Vol. 6:43), compared with $275,673,666 for same 1949 period and $397,259,020 for whole of 1949 (Vol. 6:8).

Webster-Chicago sales in 1950 were $19,300,000 vs. $11,250,000 in 1949, executive v.p. Charles P. Cushway told Society of Security Analysts luncheon in Chicago Feb. 14. He said $1,000,000 of $1,300,000 realized from recent stock distribution (Vol. 6:51) has been earmarked for building program, and company is negotiating for 25 acres near Chicago as site of 250,000 sq. ft. one-story building to replace present plant. Firm was reported to have $2,500,000 in govt. contracts and expects new $1,500,000 contract soon —mainly involving multiple-channel magnetic recorders for Air Force and Atomic Energy Commission. Goal is $10,000,000 in govt. contracts this year.

Strong position of electronics firms in peace or war is pointed up in reports by Shearson, Hammill & Co., New York, and Dean Witter & Co., New York; also in report on Sylvania by Paine, Webber, Jackson & Curtis, New York. Reports make these points: (1) Electronics has become vastly more important to military program since last war. (2) TV's enormous potential assures postwar prosperity.

Avco's common stock outstanding increased to 8,615,649 shares as of Feb. 1, compared with 8,231,236 as of Nov. 30, 1950, according to report to SEC. Increase of 366,614 shares resulted from acquisition of Bendix Home Appliances, 37,311 shares from conversion of preferred stock, 900 from exercise of options.

Trade Personals: Frank Freimann, Magnavox president, elected member of RTMA board, succeeding Richard A. O'Connor, now Magnavox chairman . . . Harry D. Hanafus appointed purchasing agent of Westinghouse's newly formed Electronic Tube Div., headquartering at lamp plant in Bloomfield, N. J., where he has been asst. purchasing agent since 1945 . . . Wm. Garstang, ex-Midwest sales mgr., Belmont-Raytheon, appointed contracts coordinator for technical products . . . Edward L. Mayer, ex-Atwater Television Corp., has organized Television Supply Corp., 334 Furman St., Brooklyn, dealing in components . . . Carl Holys, ex-Motorola, now factory mgr., Wilcox-Gay, Charlotte, Mich., succeeding E. E. Chapman, now with Grand Rapids Store Equipment Co.; Donald Sexsmith, ex-asst. to executive v.p. G. F. Langford, named asst. to Mr. Holys and Ed Morey named director of recording dept. sales under Milton Benjamin . . . George Krakora named personnel director, Stewart-Warner TV-radio div. . . . RCA Tube Dept. promotes W. L. Rothenberger from asst. gen. sales mgr. to mgr. of sales operations, L. J. Battaglia to mgr. of renewal sales field force, L. F. Holleran to mgr. of sales administration, Howard S. Gwynne to asst. to gen. sales mgr. L. S. Thees . . . Julius Haber, adv.-sales promotion director for all RCA technical products, named acting adv.-public relations mgr. of Tube Dept., with Lawrence LeKashman as aide . . . Robert McQuiston heads new RCA Victor Specialized Employment Div., set up to recruit experienced engineers . . . John S. Mills, who resigned as Tele-tone sales v.p. in 1949 to become president of its subsidiary Rico Television Corp. of Puerto Rico, later merged, has returned to Tele-tone as v.p. in charge of production . . . Henry Fogel, ex-Tele-tone chief engineer, ex-Electromatic gen. mgr., named executive v.p., McMurdo Silver Co., 417 Lafayette St., N. Y. . . . Henry van Rensselaer, sales mgr., DuMont Electronics Parts Div., recalled to duty as an Air Force major . . . James Richard Oberly, ex-Pope & Ballard, joins Admiral as asst. gen. counsel under v.p. Frank Uriell.

Telecasting Notes: Another voice added to chorus of protest against mounting time and talent costs is that of Howard O. Hildreth, Mohawk Carpet Mills ad mgr. (*Mohawk Showroom*, NBC-TV), who told Syracuse Ad Club that costs "may force TV to topple of its own weight"—echoing views of Kudner's James H. S. Ellis (Vol. 7:2-4). Hildreth sees solution in lifting of freeze on new stations, thus removing heavy burdens from present oversold stations, forcing costs down . . . CBS and KTTV formally part company April 1, when KTSL (purchased from Don Lee estate) becomes exclusive Los Angeles TV outlet for that network, adding some 22 hours to present KTSL schedule. Presumably, deferred change in KTSL call letters, to KNX-TV, will then be effected . . . Complaints of radio affiliates have led CBS program dept. to instruct its New York and Hollywood directors to "play down" plugs of TV shows on AM network programs, particularly sustainers . . . Wayne Cody takes his famed 28-year-old Gimbel-sponsored *Uncle Wip* program off Philadelphia's WIP (AM) Feb. 19, starts Mon.-Wed.-Fri. 5:30-5:45 version on WFIL-TV, same sponsor . . . Los Angeles Angels home baseball games purchased by KLAC-TV for reported $60,000, and it's now believed Hollywood Stars will cut its $150,000 asking price . . . KLAC-TV taking over Beverly Hills Music Hall, movie house, for production and audience shows . . . Born of TV-stimulated interest in wrestling, new magazine, *Official Wrestling*, with Gene Tunney as chairman, due on stands next month, guaranteeing 200,000 circulation, getting free plugs on TV wrestling shows . . . WJZ-TV extended daytime schedule with half-hour *Ladies Daily*, which started Feb. 12, Mon. thru Fri. 11-11:30; it's designed as participating show in women's magazine style . . . Unique show idea on KPIX, San Francisco, is *KMA 438*, which is local police dept. radio call; inspectors Mon. 7:30 take citizens backstage to show how police work on everything from traffic to serious crime . . . Among awards of National Conference of Christians and Jews this week, DuMont Network's *Captain Video* got the TV accolade . . . John Cameron Swayze, of NBC-TV's *Camel News Caravan*, ex-Kansas City newsman, becomes 5-a-week columnist for McNaught Snydicate starting Feb. 26 . . . Dancing has become such important feature on TV that Cincinnati's WLWT has engaged Cecile Lindsay as staff choreographer, believed to be first such outside networkers . . . WGN-TV, Chicago, raises base hour rate March 1 from $900 to $1000, announcements from $150 to $200.

Civilian Defense Administration has given "blessing" to number of one-reel films, to be privately produced and marketed, but hasn't yet decided just how they'll be offered to TV stations. Present thinking is to supply them gratis for first showing, graduated scale thereafter. For showings in theatres and other places, films are to be sold and rented through ordinary commercial channels. First film, due in March, is *Survival Under Atomic Attack*. To follow are *Fire Fighting for Householders*, *What You Should Know About Biological Warfare* and other pertinent subjects. Producers are United World Films, 1445 Park Ave., and Teletran, 480 Lexington Ave., both New York. Top CDA movieman is Howard Johnson, ex-Navy film division.

That illegal TV station in Williamsport, Pa. (Vol. 7:6), brought suspension of amateur license (W3KJI) to John M. Vandling, who operated station in conjunction with couple local dealers. He has right to request hearing. FCC hasn't yet said anything about 2 reported Texas "bootleg" stations.

More Feb. 1 sets-in-use reported since NBC Research's "census" of Jan. 1 (Vol. 7:3): Cleveland 422,503, up 26,503; Louisville 78,553, up 5253; Johnstown 68,125, up 6825; Boston 674,323, up 32,323.

Wages of TV-radio broadcasting employes are frozen under the general wage freeze, Wage Stabilization Board emphasized in question-and-answer release this week—even though telecasting-broadcasting rates are exempt from controls (Vol. 7:4). WSB answers first question this way: "This regulation covers all employes and employers who pay or receive wages, salaries or other compensation, including employes and employers in the following industries: Books, magazines, periodicals, newspapers, motion pictures, radio broadcasting, television, common carriers, public utilities and non-profit institutions. . . ."

Industry criticism of military-backed electromagnetic radiation bill (Vol. 7:2, 4, 6), which would give President power to "control or use" TV or radio stations and receivers—in fact, anything that gives off a signal—will be heard Feb. 21 by Senate Interstate & Foreign Commerce Committee. Industry believes President already has adequate emergency powers, finds bill unnecessarily confusing, wonders who would administer it and how. Appearances: Defense Dept. (Maj. Gen. F. L. Ankenbrandt), FCC (George Sterling), RTMA (GE's Dr. W. R. G. Baker, possibly Philco's David Smith, et al.), NAB (Justin Miller, Neal McNaughten, Ralph Hardy).

Legislation of interest to FCC will be discussed Feb. 19 in closed session of House Interstate & Foreign Commerce Committee, by acting chairman Paul Walker, rest of available commissioners, top staffmen. To be considered: monitoring stations, electromagnetic radiation, McFarland bill, educational TV, color—in fact, anything that Committee or Commission want to bring up. Committee has been querying all agencies under its wing about their emergency legislative requirements.

Communications Policy Board (Vol. 7:2, 6) submitted 350-page mimeographed report to President Truman Feb. 16 and disbanded after completion of year's work. Contents of report weren't disclosed, won't be until March 15 or 20, when printed copies are available—unless President makes comment in interim. Rumor persists that among recommendations is one to establish super-board, above FCC and Interdepartment Radio Advisory Committee, and that FCC Chairman Coy may be asked to head it.

Tests of directional TV operation, an important and controversial factor in TV allocations, are objectives of experimental applications filed this week by TV applicants Easton Publishing Co. (WEEX-FM), Easton, Pa., and Lehigh Valley TV Inc. (WSAN), Allentown, Pa. They've hired directional expert Paul Godley, who favored directionals during hearing, to conduct experiments with 500-watt installation, 700 ft. above average terrain on Gaffney Hill, 5 mi. southwest of Easton. Stations will share time.

A $1000 award for best piece of research on sociological effects of radio and/or TV has been announced by Edward L. Bernays Foundation, established by the noted public relations counsel. Studies must be submitted by June 15, comprise work completed or nearly completed since Jan. 1, 1949. Reports should be sent to chairman of judging committee, Clyde W. Hart, director of National Opinion Research Center, 4901 S. Ellis, Chicago 15, Ill.

Petrillo has extended until Feb. 22 existing contract with networks, with negotiations continuing on almost daily basis. Crux of impasse is still question of film and kinescope usage. Unofficially, Petrillo is seen agreeing to "parity" for radio-TV musicians' wages; he was asking 20% premium over radio rates (Vol. 7:5).

And finally—Smellovision! Feb. 19 *Time* reports that one Emery Stern has been granted Patent No. 2,540,144 for device which will automatically release odors "appropriate to the type of program, e.g., peach blossom for romance."

MARTIN CODEL's

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Television Digest

WITH AM / FM REPORTS

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CONSERVATION, THE KEY TO SURVIVAL: TV-radio production must go on. Military orders, under present govt. planning, won't occupy more than a minor percentage of the industry's vast productive capacity. Meanwhile, shortages and restrictions will squeeze tighter and tighter the supply of materials available for civilian production. RCA and Philco have prepared summaries of their comprehensive programs to conserve critical materials (Vol. 7:6-7) -- developments which they have offered to share with the entire industry. We include with this issue a special report devoted to outlines prepared by RCA and Philco, detailing their methods and results.

HOW NEW CURBS WILL AFFECT TV OUTPUT: How wide a swath will NPA's forthcoming "durable goods" restrictions cut in TV-radio output?

There's no pat answer to any question about electronics -- or about NPA. But key lies directly -- now more than ever -- in answer to a second question:

How far can the industry stretch its supply of scarce materials?

Previous NPA orders have served, by and large, to help TV-radio get fair share of scarce materials -- by rationing them equally among virtually all civilian users. Forthcoming steel-copper-aluminum restrictions are designed to make sure the industry doesn't get more than its share.

New series will be first NPA limitations applying directly to end-product manufacturers. They will hit these industries: transportation, furniture & fixtures, utensils & cutlery, jewelry, games & novelties, amusement machines, household appliances (including TV-radio).

During second quarter, each manufacturer in those categories will be limited to 80% of amount of steel, 75% of copper, 65% of aluminum which was incorporated into products he turned out during an "average quarter" in first half 1950.

There will be no limitation on number of units manufacturer is permitted to produce, as there was in World War II. NPA wants him to make as many as he can -- so long as he stays within the metals limitations.

Percentage cutbacks will be jacked up each quarter, under present NPA plans, meshing as closely as possible with increasing military production, in order to cause minimum unemployment.

In addition to new limitation orders, present across-the-board regulation cutting use of copper by 20% of average use during first half 1950 (M-12, see Vol. 6:48) will be stepped up to 25%, and aluminum restriction will be retained at 35% (M-7, see Vol. 6:46), during second quarter.

Prime difference between present orders and forthcoming ones: Old orders affect only fabricators, by limiting quantities of copper and aluminum they may use. New restrictions hit directly at end-product makers (Vol. 7:6).

Every manufacturer will have to know exactly how much copper, steel and aluminum his finished products contain -- and how much they contained during first half 1950. Although details of orders haven't been spelled out yet, presumably this

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includes such data as amount of aluminum in capacitors, steel in ferrite transformer cores, copper in electron tubes.

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Don't get the impression picture is entirely gloomy one. It depends on how you look at it. Consider these facts:

TV-radio is in better position than most consumer durable industries. Amply-displayed ingenuity of electronics industry, as well as adaptability of its products to design changes, act in its favor.

New restrictions will be aimed primarily at auto and major appliance industries, where steel is biggest item -- and biggest problem. But electronics industry, through conservation measures, can cut steel content of TV receiver by more than 50%, aluminum by as much as 70% (as some manufacturers already have done).

Copper, then, is limiting item, so far as forthcoming orders affect TV-radio. Philco claims its new model uses 26% less copper than current sets, even though it has added copper speaker field in place of alnico magnet (Vol. 7:7). It isn't outlandish to assume other manufacturers can make similar savings.

Since NPA is cutting back use of copper by 25%, and at same time industry can turn out sets with 26% less copper, we may assume that -- barring unscheduled disturbances, super-shortages or total war -- second quarter TV-radio output can equal NPA's "average quarter" of first half 1950.

Production in first half 1950 was 3,000,000 TVs, 6,500,000 radios, compared to 4,500,000 TVs, 8,000,000 radios in second half.

Assuming that industry saves 25% of the copper in all TVs and radios alike, and continues to produce TVs and radios in same proportion as first half 1950, we divide first half 1950 production figures by 2 to get "average base period quarterly output," and we have:

Production of 1,500,000 TVs, 3,250,000 radios as a "guesstimate" of potential second quarter ouput. This compares with 2,445,000 TVs, 4,320,000 radios in peak fourth quarter 1950, and 961,265 TVs, 1,880,277 radios already turned out in first 6 weeks of 1951.

* * * *

Official govt. objectives for American industry as whole, as outlined in Feb. 23 broadcast by Defense Mobilization Director Charles E. Wilson:

Production curtailments will be temporary -- for perhaps 2 years -- while U.S. expands its output of vital raw materials. By 1953, civilian production should return to 1950's high level, coincident with large volume of military production -- because of tremendous expansion of American industry. As Mr. Wilson expressed it:

"As an inevitable result of transferring metals to defense materials, we are cutting down the quantities of basic metals that are going into durable consumer goods, such as automobiles, refrigerators, washing machines, radios and TV sets.

"Americans can hardly look on this temporary curtailment as a calamity."

SENATORS DON'T LIKE 'RADIATION' BILL: Military's "shotgun" bill (S. 537) to control electromagnetic radiations of all kinds (Vol. 7:2,4,6,7) is definitely spiked. That much is quite clear from Feb. 21-22 hearings before Senate Interstate & Foreign Commerce Committee.

A slight amendment to Communications Act, perhaps none at all, is likely upshot of whole worrisome proposal.

No one questioned military's purposes, which were simply to give President emergency control of all devices capable of being used as homing devices by enemy.

Communications Act already gives him this power over "radio communications," but military wanted to be sure he had it over radar or any other radiator which could conceivably be used by enemy.

Senators Johnson (D-Colo.) and Magnuson (D-Wash.), only members attending, made it obvious from start that they felt military was actually asking for more than it really wanted or needed. "Arbitrary and unnecessary action," said Sen. Johnson.

So Senators offered brief amendment to Communications Act Sec. 606(c), asked

witnesses for comment on it at later date. Both FCC and industry witnesses made it evident they liked Senators' proposal -- if indeed any legislation at all is needed. And even witness for Defense Dept. didn't seem unduly insistent on S. 537. (For text of Senators' proposal, see p. 11).

Principal criticisms, as expressed by NAB, RTMA, Civil Defense Administration, International Assn. of Fire Chiefs:

(1) S. 537 would give President power to act at almost any time to control almost any device -- rather than restricting him to "proclaimed emergencies" and devices actually of possible use to enemy.

(2) Duplication of FCC's role of control would be possible -- with President able to delegate sweeping powers to military, Civil Defense Administration, or any other agency of his choosing.

(3) Literally billions of devices (actually anything radiating from 10 kc to 100,000 mc), even if they can be detected only few feet away and are obviously of no use to enemy, would be subject to direct control at any time.

(4) Enemy has far better navigational and homing tools at his command anyway, e.g., radar, celestial navigation, **Loran.**

Witnesses at hearing were: Maj. Gen. F. L. Ankenbrandt, Air Force communications chief; Comr. George Sterling and Curt Plummer, FCC; Dr. W. R. G. Baker and David Smith, RTMA; Judge Miller, Neal McNaughten and Ralph Hardy, NAB; Herbert Friede, International Assn. of Fire Chiefs.

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Revealing sidelight of hearing came in questions propounded to Philco's David Smith by Sen. Johnson. Departing from purposes of hearing, Sen. Johnson asked:

"Are you opposed to giving FCC authority over devices causing interference, aside from the question of devices useful for homing?" He was interested in oscillator radiation problem (Vol. 7:4).

Smith said he didn't know legalities, but pointed out that FCC and industry have always worked together to clean up low-power radiations of that type and that considerable success has been achieved.

"Well," said the Senator, "I think someone ought to have power to make manufacturers produce equipment with low radiation. The law ought to be clear on that."

After hearing, we asked Sen. Johnson if he thought that legislation is needed on the matter. "I don't know," he said, "that's up to the technicians. I'm asking questions, trying to find out."

CAPACITY GROWS IN SPITE OF SHORTAGES: Great post-war expansion of electronics industry, almost entirely TV-fostered, continues at remarkable clip. In last 3 months alone, we've reported 50-odd projects started or completed.

Apparently, manufacturers are betting either that (1) military demands will increase faster than civilian output will shrink, or (2) it's best to get plant capacity now, even if lull does develop in civilian-to-military shift.

GE seems most active of all, building plants in Auburn, Utica, Buffalo and Hudson Falls, N.Y., Owensboro, Ky., Toronto, etc. Most-recently announced is $15,000,000 project in Utica (see p. 9). And v.p. Dr. W. R. G. Baker tells us there are more in the works. RCA, Westinghouse, Philco, Raytheon, dozens of others, have sizeable programs under way.

"Military work" is announced purpose of some expansions, yet many companies simply say they need more civilian capacity -- largely TV and its components.

Manufacturers' own initiative, not govt. prodding or assistance, is prompting most construction. NPA and Munitions Board are frankly dubious of expansions to take care of military production. Says one official:

"There's plenty of capacity in components useful for both civilian and military production -- under the present military program. Facilities are short in only a few instances -- for highly-specialized components.

"It's something of a paradox that manufacturers urge release of materials for civilian production to keep their working forces together until military orders

are large enough, and at the same time are expanding facilities and personnel."

Such govt. financial assistance and inducements as 5-year tax amortization, etc., are currently rare in electronics industry. One NPA official puts it this way:

"We're going slow until we know more about the possibilities of converting existing facilities to military production. Here you have an industry which produced some 20,000,000 TV and radio sets last year and is now getting less materials for civilian production. Suppose we rushed in and granted a lot of 'certificates of necessity' to write off new plants in 5 years? Wouldn't our faces be red if it turned out that these companies didn't have enough business to keep existing plants in production, let alone new ones?"

So DPA has granted very few certificates of necessity, although NSRB authorized some earlier. About 80-100 applications are pending, but Govt. seems to feel that many are filed simply because companies "have nothing to lose."

Only instances of Govt. inducement to expand are in components which have little or no peace-time sales value -- principally special-purpose transmitting and receiving tubes. Example:

A big World War II radar producer suffered heavily trying to find peace-time sales, keep its special-purpose machinery going. Now, military wants company to gear up again, but latter is naturally reluctant to invest heavily in such equipment. So Govt. grants certificate of necessity, even buys equipment (but retains ownership) for company use.

Processing of applications has been on something of a catch-as-catch-can basis, but agencies expect to smooth it out shortly.

NPA's Facilities and Construction Bureau, under Frank R. Creedon, refers applications to agency's electronics or communications divisions and to various military departments, for approval or rejection, then passes them to DPA for final action. Up to now, military action hasn't been coordinated. Soon, however, all military recommendations will funnel through single office at Munitions Board.

Mr. Creedon's staff includes assistant William R. Davlin and division directors John L. Haynes (building materials), R. R. Britton (construction controls), Harvey M. Harper (loans), Ross A. Gridley (tax amortization).

WAR ORDERS BEGIN PICKING UP WEIGHT: Speed-up in military procurement is finally being felt by electronics industry.

But because industry is so vast, impact on its $3 billion TV-radio production potential is scarcely noticeable. Nevertheless, contracts are going out, and names of some companies which have been strangers to procurement lists are beginning to appear.

Signal Corps sent out $500,000,000 worth of "letter orders" during first 3 weeks of January, authorizing research and development prior to submission of bids for 300 items of equipment. This is the breakdown:

Radio-communications, $237,000,000; wire-cable, $119,000,000; electronics-radar, $35,000,000; telephone, $22,000,000; photo, $7,000,000; other, $39,000,000.

Step-up in orders is reflected in long list of Signal Corps contracts on p. 10. This listing, prepared by Commerce Dept., doesn't include subcontracts or classified (secret) orders. Thus it reflects unknown percentage of total.

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Civilian production must continue to be main business of TV-radio industry. RTMA made survey in mid-January of 36 firms with 138,000 employes, which produced 75% of dollar value of TV-radio equipment in 1950. Results were turned over to Munitions Board. From non-military govt. source, we learn that of these 36 firms:

Thirteen, or 36%, had no defense contracts at all.

Twenty-one, or 58%, had orders totaling less than 5% of their 1950 volume.

Two companies, or 6%, had 57% of defense contracts held by all 36 firms. And they had only 6511 employes between them.

Hallicrafters, whose communications equipment is military standby, reported Feb. 21 that it had received $8,800,000 in new Signal Corps contracts since Jan. 1,

bringing its total unfilled military orders to $22,600,000. Military items will constitute 11% of Hallicrafters' production during first quarter, and v.p. Raymond Durst estimates figure will climb to about 25% in April and May.

Magnavox reports military work at about 2%. Emerson's Ben Abrams recently said his company's defense output was of "minute proportions." This week, however, Signal Corps announced Emerson had received $4,600,000 worth of contracts for radios and detectors.

Electron tube makers are in better position than set makers in regard to war work. Just as civilian demand for their products is at all-time high, so is military demand heavy. Hytron, for instance, says its defense work now amounts to 10% of output, expects it to climb to 25 or 30% by August.

Network Accounts: Ralston Purina Co. (Instant Ralston cereal, Wheat Chex, Ry-Krisp, Rice Chex) March 11 starts *Pets and Pals*, children's participation program, on ABC-TV, Sun. 4:30-5, thru Gardner Adv. Co., St. Louis . . . Next *Jack Benny Show* on CBS-TV is March 18, Lucky Strike sponsoring Sun. 7:30-8 in lieu of regular *This Is Show Business* . . . Recently announced changes in NBC-TV's *Saturday Night Revue* include new sponsors Bymart Inc. (Tintair) and Lehn & Fink Products Corp.; cancellations by Snow Crop Marketers, Campbell Soup Co. & Wildroot Co. New line-up on show: Lehn & Fink 8-8:15 segment; Bymart 8:15-8:30; Crosley March 10 moves to 9-9:30; Minnesota Mining & Mfg. Co. (Scotch tape), Benrus Watch Co. & S.O.S. Co. remain as sponsors of 9:30-10; Swift & Co. March 10 takes 10-10:30. Only segment unsold is 8:30-9 . . . Wildroot Co. (hair tonic) April 18 moves *Charley Wild, Private Detective* on CBS-TV from alt. Fri. 9-9:30 to Wed. 9-9:30; Bymart Inc. (Tintair) April 21 shifts its *Somerset Maugham Theatre* to Sat. 7:30-8 . . . March 5 is starting date of Colgate-Palmolive-Peet (Fab) sponsorship of *Susan Peters Show* on NBC-TV, Mon.-Fri. 3-3:15, thru William Esty Co., N. Y. . . . Starting April 2 is new Lever Bros. (Surf) *Hawkins Falls* on NBC-TV, Mon.-Fri. 5-5:15, thru N. W. Ayer & Son, Philadelphia . . . New Cluett, Peabody & Co. alternate week sponsorship of *Holiday Hotel* on ABC-TV, Thu. 9-9:30, starts March 22.

* * * *

Lexington, Ky., had 3000 TV sets, as of last September, even though 70 miles from Louisville, 80 from Cincinnati, according to study by Elmer G. Sulzer, head of radio arts dept., U of Kentucky.

All TV films would be censored by Ohio education dept., according to bill introduced into State legislature last week. Bill brings TV films under same category as theatre films. Several weeks ago, New York attorney general ruled that State legislature could authorize New York Board of Education to censor TV films, as it does theatre films (Vol. 7:4).

NLRB will conduct election March 7 among 700 CBS office workers to determine which union, if any, they want to represent them; already qualified for ballot are Newspaper Guild of N. Y. (CIO) and Radio Guild, Distributive Processing & Office Workers of America (independent, whose contract with network expired Jan. 31), with Office Employes International Union (AFL) yet to decide whether to participate.

Directory of college radio & TV courses (33 pp.) has just been issued by Federal Security Agency's Office of Education, Washington 25, D. C. In last 2 years, according to editor Gertrude Broderick: number of schools has increased to 420; schools offering TV programming courses increased from 33 to 60, TV engineering courses from 28 to 40. TV workshops are featured by 18, radio workshops by 284. Degrees in radio are offered by 65 institutions.

Will wages be unfrozen in broadcasting, publishing and entertainment industries? Congress specifically exempted these fields from price controls, so their employes maintain it's unfair to freeze their wages (Vol. 7:4,7). Wage Stabilization Board had scheduled hearing on this question for next week, but—like all WSB activities—it's been indefinitely postponed because of labor members' bolt from board.

Educators' chances of getting TV channel reservation (particularly in vhf) are still up in air, since there's no indication FCC has reached any decision. And announcement of new vhf-uhf allocation plan (Vol. 7:5), including educational reservation if any, isn't likely until after return of Chairman Coy first week in March.

Educators are making public-relations hay, meanwhile while public's memory of FCC hearing argument is still fresh, encouraging letters-to-FCC, etc. Comr. Hennock is making speeches every few days—most recently in Washington, Philadelphia, East Lansing, Mich., Atlantic City.

Telford Taylor, educators' counsel during hearing, made energetic pitch during ABC's *America's Town Meeting of the Air* Feb. 13. NAB's Ralph Hardy marshalled industry arguments. Others on program were New York U's Charles Siepmann, of FCC Blue Book fame; Robert Landry, editor of *Space & Time;* Edwin Falk, TBA and DuMont counsel, and U of Illinois' Dallas Smythe, ex-FCC, laid educators' case before Chicago TV Council Feb. 14.

Stations are obviously stepping up educational programming and publicity, too. NBC-TV is probing *Operation Frontal Lobes* (Vol. 7:2) plan whereby network preempts one week out of 44 from various sponsors in order to present public service programs. Supervisor of programs is Davidson Taylor, ex-CBS, operating under TV v.p. Pat Weaver. Network's WNBT, New York, will have own series, too, featuring museums, music appreciation, YMCA-American Jewish Committee films on brotherhood, etc., Police Athletic League juvenile talent, etc.

Baltimore stations resemble a campus nowadays, what with WAAM sponsoring seminar on "Career Opportunities in TV," WBAL-TV planning programs presented by 12 colleges, all 3 stations (including WMAR-TV) supplying facilities for Johns Hopkins TV workshop course.

Other workshop activities: CBS and Fordham U have tieup providing 3-months training, in university course, for network's personnel with aptitude in TV directing. Newark's WATV announced workshop arrangement with Seton Hall College, South Orange, N. J.

Panel discussion of education and TV, which included Comr. Hennock, other educational prime movers, plus TBA counsel Thad Brown, is featured in Feb. 26 *New Republic.* Half-hour tape recording of discussion is being distributed for broadcasts over educational AM & FM stations.

Station Accounts: Snow Crop Marketers is switching from network nighttime (NBC-TV's *Saturday Night Revue*) to local daytime TV with half-hour filmed show to be placed in about 40 cities one or two afternoons weekly, starting next month, thru Maxon Inc., N. Y. . . . Curtis Publishing Co. which has been sponsoring Tex & Jinx McCrary *New York Closeup* on WNBT, Wed. 6:30-6:55 is buying other TV markets for show, thru BBDO . . . Latest merchandising stunt, cashing in on Hopalong Cassidy popularity, is children's savings clubs being worked out by Bar 20 Inc., Chicago, franchise holder, with promotional package being assembled by Bozell & Jacobs. Individual banks will be franchised in each city, with children being encouraged to join thru commercials on 63 TV stations carrying Hoppy movies . . . Los Angeles Evening Herald & Express will use series of filmed TV messages to promote $35,000 circulation contest, thru C. B. Juneau Inc. . . . Getting viewers to tell about their most prized possessions is tied in with display of rare jewels and commentary on them by authorities in new *Gem Session* on WTOP-TV, Washington, Mon. 7-7:15, sponsored by Charles Schwartz & Sons, jewelry store, thru Kronstadt Agency . . . Vim Television & Appliance Stores, New York chain, March 10 will start new show on WCBS-TV, starring violinist Florian ZaBach, Mon. 11-11:15, thru Frederick-Clinton Co. . . . Wine Growers Guild (Guild wine) March 2 starts new filmed series *Front Page Detective* on KTTV, Los Angeles; WABD, New York; WXEL, Cleveland; WGN-TV, Chicago; KGO-TV, San Francisco; WCAU-TV, Philadelphia, thru Guild, Bascom & Bonfigli Adv., San Francisco . . . Among other advertisers currently reported using or preparing to use TV: Fisher Bros. Co. (Fisher foods), thru Griswold-Eshleman Co., Cleveland; Glenwood Range Co. (ranges, washers, refrigerators), thru John C. Dowd Inc., Boston; Drake America Corp. (food importers), thru Colman, Prentis & Varley, N. Y.; G. R. Kinney Co. (Educator footwear), thru Gordon Baird Associates, N. Y.; Apple Distillers Ltd. (Apple Vat 36), New York, thru Ben B. Bliss Inc., N. Y.; U. S. Fifth Army (recruiting), thru Schoenfeld, Huber & Green Ltd., Chicago; Oakite Products Inc. (cleaners), thru Calkins & Holden, Carlock, McCilton & Smith, N. Y.; Parsons Ammonia Co. (Parsons' Sudsy ammonia), thru Brisacher, Wheeler & Staff, N. Y.; Boyer Bros. Inc. (Mallo-Cup candy bar), thru Hening & Co., Philadelphia; General Foods (Post Krinkles), thru Foote, Cone & Belding, Chicago; Southern Biscuit Co., thru Lindsey & Co., Richmond; National Textile & Chemical Laboratory (Perma Starch), thru Henri Hurst & McDonald, Chicago; Prince Macaroni Mfg. Co., thru H. C. Rossi Adv., N. Y.; Seapak Corp. (frozen seafoods), thru Gordon Baird Associates, N. Y.

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"TV Heaven," where video fan Virgil H. Ruppenthal pulls in 15 TV (and 60 FM) stations, was subject of Feb. 11 illustrated Sunday AP feature. "Heaven" is $10,000 "shack" built by Cumberland juke-box distributor Ruppenthal atop Dan's Rock (elev. 3000 ft.), highest point in western Maryland. Where co-channel interference occurs, Ruppenthal brings in the station he wants by means of directional antennas placed on opposite sides of a boulder, which blocks out unwanted signals. He claims perfect reception on 6 channels, with other 9 giving "perfect reception only about 95% of the time." Ruppenthal's "Heaven" is about 190 air miles from Philadelphia, 170 mi. from Wilmington, 160 mi. from Richmond, 135 mi. from Lancaster, 130 mi. from Baltimore, 100 mi. from Washington, 85 mi. from Pittsburgh, 50 mi. from Johnstown. FCC last year ran 400 mc. tropospheric tests from Dan's Rock.

Criticizing Big Ten TV ban, Ohio House of Representatives Feb. 14 passed 39-36 resolution demanding Ohio State U permit televising of all football—at home and away.

Telecasting Notes: Films "actively booked in the past year" by theatres are to be sponsored on KLAC-TV, Los Angeles, by Hoffman Radio Corp. Among them: *The Macomber Affair*, with Gregory Peck, Joan Bennett, Robert Preston; *Girl from Manhattan*, with Dorothy Lamour, Charles Laughton, George Montgomery; *The Crooked Way*, with John Payne, Ellen Drew, Sonny Tufts; *The Chase*, with Robert Cummings, Michele Morgan, Peter Lorre . . . Daytime New York Yankee games, Ballantine-sponsored, will be carried by both WABD and WPIX, but only by latter at night—DuMont having night time network commitments. WPIX has 5-year contract to carry games, beginning next year, since DuMont dropped option. WPIX will also carry Giants (Chesterfields) for third consecutive year . . . Charles-Walcott fight, in Detroit March 7, 10 p.m., will be sponsored on CBS-TV by Pabst, which did same for Charles-Louis fight in September and LaMotta-Robinson bout Feb. 14 . . . Hooper plans expansion to "all major cities" of city-by-city TV & radio program ratings, giving monthly reports, most ready by October . . . Interchange of ideas by 14 southern TV stations, via monthly confidential letters, is proposed by Lee Ruwitch, WTVJ, Miami. Similar plan is used by Assn. of Independent Metropolitan Stations (AM) . . . Two new studios, one with model kitchen, have been completed by WTMJ-TV, Milwaukee, as part of $200,000 expansion program. Station now has 4 studios and will soon finish 2-story, 86x35-ft. addition which is to be used for TV scenery storage . . . Telecasts of Kefauver Committee hearings on crime in Detroit last week, over WWJ-TV and WJBK-TV, had bartenders reporting attendance rivaling that achieved by World Series . . . Orpheum Theatre, Los Angeles, is picking up regular 10 p.m. TV newscast from KLAC-TV, projecting it on screen via theatre-TV equipment; commercials remain . . . Novel survey by New York's WOR-TV comprises station breaks asking viewers to write in and express AM preferences—what they'd like to hear on radio and when . . . KTSL, Los Angeles, Feb. 20 raises base hourly rate from $600 to $900, one-minute announcements from $120 to $190 . . . WCAU-TV, Philadelphia, March 1 raises base rate from $900 to $1200, announcements from $150 to $220.

* * * *

TV film will be $10,000,000 business in New York area alone this year, in opinion of Robert L. Lawrence, v.p. of Jerry Fairbanks' East Coast branch, while Fairbanks himself ventures the belief that 1200 hours of TV film will be shot this year—twice output of entire Hollywood movie industry. TV's appetite for film, even with mere 107 stations, is well-covered in Feb. 12 *Newsweek* which illustrates success of films by pointing out that *Amos 'n' Andy* will start (June, CBS-TV) on film, that *Fireside Theater* (NBC-TV) is third most popular TV show, that Groucho Marx (NBC-TV) gains greatly in film editing, etc. Such successes, magazine says, have even encouraged some to deprecate need for coast-to-coast networks. But growth of films-for-TV has been rough: "Since the TV Neanderthal days of 1946, upward of 800 promoters had tried to set up the business of making TV film. Most of them had closed up shop with the first rent bill. For movies made by Hollywood standards were at first more expensive than live shows."

Denver-San Francisco microwave link of AT&T's transcontinental TV-telephone network, comprising 37 stations, is now under construction. AT&T reported that whole Omaha-San Francisco hookup should be ready for telephone by summer, for TV late this year. Stations average 32 miles apart in last leg, with highest on 10,000-ft. Mt. Rose, near Reno.

Television Digest WITH AM-FM REPORTS
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Trade Report
February 24, 1951

TRADE WARY OF CONSERVATION PUBLICITY: TV merchandisers are getting apprehensive at publicity given Philco and RCA "conservation" sets.

Most news stories carried words like "austerity" and "ersatz," left worried frowns on brows of retailers. They're afraid public, which reads while it runs, will shy away from such sets, make it that much more difficult to sell.

But, from one large distributor, who went through World War II selling refrigerators, ranges, whatever appliances he could get his hands on, comes these reassuring words:

"If they haven't got TV and want it, it doesn't make the slightest bit of difference what the set looks like or what's inside. They'll buy, as long as the picture is good."

Same man made another observation on subject of material-saving sets. It's possible, he thought, that big manufacturers may have to take a back seat for a short spell -- when they've sold out their pre-conservation models. The public, he figures, will go for "pre-war" sets, will begin buying off-brand names.

But, as soon as all manufacturers are on same "conservation-savings" footing, back will come public for brand name.

APRIL 1—CONSERVATION DEADLINE: Fruits of the laboratory and drawing board -- conservation of critical materials -- will be harvested at the TV-radio marketplace in heavy measure beginning April 1.

Electrostatically-focused picture tubes (Vol. 7:1,3-7) will be heart of new product turned out by industry's giants, RCA and Philco, starting in April. Both companies have announced this, along with other substantial material-saving measures already taken or about to be adopted (see special Conservation Report, herewith).

While practically all TV-radio firms have taken big steps in past 6 months to slash use of scarce items, most have chosen to do their conservation work in silence, lest "austerity" publicity backfire in wave of consumer resistance. Although both Philco and RCA have emphasized that conservation won't degrade set -- indeed, Philco demonstration helped bear out contention that new set is improvement -- stories in newspapers and even trade press have made public "ersatz" conscious.

Good example of "silent approach" is General Electric, which revealed -- after Philco announced last week (Vol. 7:7) its forthcoming sets would be transformerless -- that GE has used similar selenium rectifier-voltage doubler circuits in lieu of power transformers in its TV sets for more than 2 years.

General Electric told its district managers this week that GE's "continuing program of simplification...conforms with NPA recommendations that TV-radio manufacturers reduce the use of critical materials required for defense needs.

"Recent trends in the industry toward the development of transformerless chassis, and the statements that these sets appear to give better performance," the GE memo says, "point up the fact that GE pioneered the development of such a set more than 2 years ago, and has been making refinements continuously, based on field experience with the simplified circuits.

"Today's [GE] chassis, compared to a conventional transformer-type receiver of our design, uses 37% less copper and 78% less silicon steel...Further studies in this direction are continuing, and look promising."

Practically every set on the market today is a "conservation model" -- in the sense that it uses less of the critical metals than its counterpart did 6 months ago. Three months from now, the industry's product will use even less, a large proportion using electrostatically-focused picture tubes.

Three big tube makers, and probably others, are now ready to produce new

type CR tubes. DuMont and RCA are on verge of production, can start any time -- and both feel that entire industry will switch to electrostatics during second or third quarter. Sylvania, getting set for electrostatic production, expects more than half its picture tube output during second quarter to be electrostatic.

With new NPA restrictions on durable goods industries going into effect in second quarter (see p. 1), April 1 should be target date for maximum conservation effort. After that date, the more material a manufacturer saves per set the more sets NPA will let him turn out.

HIGHER PRICE LEVELS SEEN UNAVOIDABLE: Prices can go only one way -- up. Every factor in sight prompts industry's ablest merchandisers to that conclusion, despite fact today's prices are already 35% greater than those of last summer and fall. Many top producers agree with Crosley's savvy William Blees, who addressed San Diego appliance meeting last week and stated flatly:

"TV receivers are going to retail around $400 instead of $199 or $249, and it's going to be extremely difficult to sell them. We are never going back to cheap stuff." Here's reasoning of the market experts:

(1) Prices go up when volume goes down, and materials limitations can't help but cut volume, despite even most ingenious conservation measures.

(2) Costs of labor and materials are going up -- no doubt of that.

(3) Excise tax increase is almost a certainty -- even though it may not be full 15% hike recommended by Treasury Dept.

(4) Conservation-substitution measures mean higher production costs, despite use of less materials -- more labor, more processing. As one manufacturer puts it: "You have to do it the hard way."

And forthcoming govt. price controls, they say, just won't hold the line at present levels.

Meanwhile, business is good. Manufacturers continue producing at high rate, distributors taking all they can get, retailers selling well -- few serious kicks.

DuMont's January sales were 33% above same month last year, Dr. Allen DuMont told New York Security Analysts this week. Later, he told us January sales were "slightly above" December, his best 1950 month.

Hoffman Radio's H. Leslie Hoffman ventured that production will be 20-25% greater, through July 1, than corresponding 1950 period. But after that, he said in speech at San Francisco Winter Market last week, look for a radical drop. He foresaw 4,000,000 sets for year. We know another, more sanguine manufacturer who feels certain TV output will reach 5,500,000 this year.

Radio production will suffer even more, Hoffman predicted, since he expects more and more manufacturers to concentrate critical materials on TV. He has already entirely eliminated radio production, himself.

How near right they are may best be judged by set production for second week of February (ending Feb. 9), reported by RTMA: TVs 154,774 (4853 private brand), radios 322,300 (198,700 home, 104,284 auto, 19,316 portable). This compares with first February week's 167,315 TVs, 322,855 radios (Vol. 7:7). Yet second February week includes 4 days lost by Philco, one by Admiral, due to rail strike. Year's total TVs to Feb. 9: 961,265.

Labor doesn't like excise tax hikes, proposed by Treasury Dept. (Vol. 7:6). Officials from AFL, CIO, UEW, appearing before House Ways & Means Committee this week, told congressmen excise tax fell most heavily on low income groups, plumped for increased corporation taxes. Meanwhile, RTMA tax committee was named, comprising following in addition to A. M. Freeman, RCA, chairman: Max Balcom, Sylvania; T. M. Blake, Littelfuse; John W. Craig, Crosley; J. J. Frendeis, Hallicrafters; B. L. Graham, DuMont; Raymond Herzog, Emerson; G. Richard Fryling, Erie Resistor; S. Kaplan, Zenith; George R. MacDonald, Motorola; R. E. Norem, GE; W. Myron Owen, Aerovox; Maurice G. Paul Jr., Philco; John S. Sturgeon, Magnavox.

Trade Personals: Howard Halbert, secy. of Kaye-Halbert, has resigned, with his stock interests being repurchased by corporation. Mr. Halbert's future plans are indefinite . . . Rinaldo DeCola named director of engineering for Admiral, succeeding Robert Jones, on leave of absence in Arizona . . . Charles R. Lunney, ex-Westinghouse Electric Supply Co., named asst. advertising mgr., Belmont (Raytheon) . . . GE electronic dept. engineers Kenneth Fowler and Harold B. Lippert, together with 5 others got Charles A. Coffiin awards for work of outstanding merit during 1950; Fowler and Lippert got award for text of TV service course . . . Harry Van Rensselaer, sales mgr., electronic parts div., DuMont, recalled to duty with Air Force.

Topics & Trends of TV Trade: Industry probably couldn't sell 10,000,000 TV sets this year, even if it could make them, according to market analysis by top-level National Industrial Conference Board in current issue of its *Business Record*. Economict Shirley S. Hoffman reasons:

"If the TV cutback should be 35%, a rough average of the estimates, there will be about 5,000,000 sets made this year. There are about 26,000,000 families within range of TV service today. Since the FCC freeze [is] still in force, it is unlikely that the market could be expanded in 1951.

"About 10,500,000 of these families now own sets. That leaves about 15,500,000 who still have not bought a TV set. However, a sizeable proportion of these families may not be able to buy sets at current prices [and many] live in areas where there is only one station telecasting a limited number of programs . . .

"Even in the heavily populated metropolitan areas having a relative abundance of TV programs, there are many families that are nevertheless disinterested in a set. Credit controls are also pulling some potential buyers out of the market.

"So, of the 15,500,000 families within telecasting range who still have not been 'sold,' a good many are not in the market to buy sets either because they cannot afford one or are not interested. All things considered, an output of 5,000,000 sets, together with a portion of retailers' and manufacturers' stocks, which total about 1,000,000, might satisfy a substantial segment of this year's demand."

Note: Foregoing reasoning is clear enough, but 35% cutback figure seems plucked out of hat, replacement and second-set market is entirely ignored, and estimating "those who can't afford" and "those disinterested" among non-set owners would be sheer guesswork.

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Because it found itself overpriced in today's market, Crosley Feb. 21 cut prices of 11 TV sets from $40 to $60 each. Prices include excise and warranty, as did previous lists. Sets affected include 16-in. round consolette, cut from $399.95 to $359.95; 17-in. consolette, from $409.95 to $369.95; 19-in. console, half-doors, from $519.95 to $479.95. New 20-in. sets will replace 19-in. models, but prices remain same.

Majestic distributors and dealers ordered $12,000,000 worth of TV-radio at last week's meeting in New York, according to president Leonard Ashbach. He said sets would be delivered over next 4 months, that sufficient materials and facilities were available to handle orders.

Paradox of excellent TV trade is distress selling here and there (Vol. 7:7). New York's Vim chain, in *New York Times* Feb. 18, advertised 16-in. table model at $150, 19-in. console $200. Ad also showed 10-in. console $80, 12½-in. table $140.

Trade Miscellany: Frank A. D. Andrea, veteran TV-radio manufacturer, subject of "Business and Finance Leaders" personality sketch in Feb. 13 *New York Herald Tribune* . . . Air King appoints Bennett, Walther & Menadier Inc., New York, as ad agency handling its TV-radio and wire recorder lines . . . DuMont launches 2-month ad campaign in 8 national magazines, in newspapers in 34 major TV areas, in trade papers, cued to distributor-dealer drives, thru Campbell-Ewald . . . Sparton running 4-color page ads in *Saturday Evening Post* & *Collier's*, beginning in March, running through 1951.

Sales of retail TV-radio & household appliance dealers zoomed to record $3,493,000,000 last year, 25% greater than previous high in 1949, Census Bureau reports in monthly *Trends in Electrical Goods Trade* for December 1950. War-buying wave in August made it biggest month —$386,000,000. December's $358,000,000 was 33% over November, 2% over December 1949.

Financial & Trade Notes: DuMont sales for 1950 topped $75,000,000, Dr. Allen B. DuMont revealed Feb. 20 in talk to New York Society of Security Analysts. This compares with $45,267,000 sales in 1949. Net was about $7,000,000 ($3 a share), more than double 1949's $3,269,880 ($1.49). DuMont Television Network losses in 1950 were $400,000 less than those in 1949, Dr. DuMont reported. Working capital at end of 1950 was $17,200,000, net worth $23,000,000.

Federal income and excess profits tax absorbed about 48½% of pre-tax net income of $13,500,000, he said. Under present law, 1951 taxes would amount to about 58½% of income before taxes. Dr. DuMont said company's excess profits tax would have been about $1,250,000 more if it weren't for growth clauses in excess profits tax law (Vol. 6:43-52). Company's excess profits tax credit is above $8,000,000 before regular corporation taxes, he said.

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Allied Electric Products Inc., including CR tube manufacturing subsidiary, Sheldon Electric, reported sales of $6,502,451 for 6 months ended Dec. 31 vs. $1,571,140 for same 1949 period. Net earnings were $552,634 (84¢ on 625,141 common shares) vs. $34,490 (7¢ on 500,000 shares).

Kaye-Halbert reports net income of $147,678 (48¢ per share) for 3 months ended Dec. 31. No comparable 1949 figures are available.

Arvin Industries, in preliminary report, shows 1950 net profit of $3,605,126 ($4.04 per common share) vs. $3,093,840 ($3.47) in 1949.

Dividends: Westinghouse, 50¢ payable March 1 to holders Feb. 13, up 10¢ over 1949 quarterly rate; Stromberg, 50¢ payable April 1 to holders March 10; CBS, 40¢ payable March 9 to holders Feb. 23; Hytron, 10¢ payable March 15 to holders Feb. 28; Bendix Aviation, 75¢ payable March 31 to holders March 10; Magnavox, 37½¢ payable March 15 to holders Feb. 26, Class A preferred 25¢ payable March 1 to holders Feb. 15; Philco, regular quarterly 40¢ on new split shares, payable March 12 to holders March 1 (equivalent to $1.60 per share on annual basis) and 93¾¢ on preferred 3¾% Series A stock, payable April 1 to holders March 15; Cornell-Dubilier, 20¢ common, payable March 28 to holders March 20, and $1.31¼ preferred quarterly, payable April 15 to holders March 20; Webster-Chicago, 25¢, payable March 20 to holders March 10; Hazeltine, 25¢ payable March 15 to holders March 1; Sprague Electric, 50¢, payable March 14 to holders Feb. 28; Wells-Gardner, 15¢, payable March 15 to holders March 1; DuMont, 25¢ on Class A & B common, payable March 26 to holders March 12, and 25¢ preferred quarterly, payable April 1 to holders March 15.

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Plant expansions: Hallicrafters has exercised $225,000 purchase option on building at Tripp & Arlington, Chicago, which it has leased and occupied since Jan. 1, 1950 . . . Kaye-Halbert has acquired new plant at 5037 Exposition Blvd., Los Angeles, its fifth building . . . Hoffman Radio has purchased 40,000 sq. ft. building adjoining its TV plant on Avalon Blvd., Los Angeles, plans centralizing all TV production shortly . . . Magnavox, nearing completion of $400,000 expansion of plant in Greeneville, Tenn., shortly starting 20,000-sq. ft. addition to Fort Wayne factory costing $350,000 . . . GE plans new $15,000,000 plant in Utica for military equipment, 338,000 sq. ft. on 50-acre site, to employ about 2500; GE is also leasing 120,000 sq. ft. former Utica & Mohawk Cotton Mills 4-story building.

Prices of Macy's private label Hyde Park TV sets, during week of dept. stores' TV & Music Festival, are being advertised as follows: 16-in. console, doors, $269; 19-in. console $299, with doors $349. All have round picture tubes.

Mobilization Notes: Contractors met subcontractors by the hundreds at Air Force's New York procurement exhibit this week (Vol. 7:7). Twenty-seven manufacturers, who have total of more than 300 Air Force contracts valued at $250,000,000, displayed equipment and parts they need from subcontractors—who are expected to turn out more than 60% of total value. Because more than 3500 visitors registered at exhibit, Air Force decided to continue display for another week at 67 Broad St., and to plan similar exhibits in Boston, Chicago, Detroit, Fort Worth and Los Angeles. Among New York exhibitors prominent in electronics manufacture:

Bendix Radio, seeking facilities for aircraft radio and radar subassemblies.

Philco, seeking subcontractors to manufacture ceramic, plastic, sheet metal parts and transformers, resistors, plugs and jacks, capacitors, nuts and bolts, screws, copper piping, as well as small machine production.

RCA, seeking screw machine capacity, cable harnesses, specialized machines and parts.

Other electronic manufacturers seeking subcontractors at the exhibit: Avco, Espey, Weston Electrical Instrument, Specialty Assembling & Packing Co. (radios).

Six additional manufacturers will join New York display next week. They include Federal Telephone & Radio Corp. and several aircraft firms seeking electronic devices and subassemblies. Influenza outbreak may prevent RCA from continuing its exhibit next week.

Rep. Abraham Multer (D-N. Y.), attending the exhibition Feb. 23 for House Small Business Committee, said he would recommend similar "clinics" for Army and Navy prime contractors.

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TV-radio price controls will be administered by Lee McCanne, Stromberg-Carlson v.p. He's due in Washington Feb. 27 to confer with OPS officials about heading up TV-radio section, Housewares & Accessories Branch, Consumer Durables Div. New appointments in other mobilization agencies: Edward William Glacy, ex-GM engineering executive, ex-Navy Lt. Comdr. in charge of special projects (guided missiles, underwater weapons etc.), ex-Bureau of Standards, holder of 12 electronic and mechanical patents, now directing conservation activities for NPA's Electronic Products Div. . . . Dean O. Bowman, ex-Commerce Dept. asst. director of Office of Industry & Commerce, named Assistant NPA Administrator in charge of newly-created Policy Coordination Bureau . . . Carl W. Gabel, ex-Emerson Electric, appointed Director of Civil Defense Administration's Facility Self-Protection Div.

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Copper stockpiling has been cut 50% by Munitions Board, Rep. Patterson (R-Conn.) was told Feb. 15 by Munitions Board chairman John Small. He said reduced rate of stockpiling will continue indefinitely, subject to review every three weeks, and "should materially assist the industries suffering from inadequate supplies of copper."

Trouble for electron tube industry looms if tungsten supply situation is not eased soon, filament wire makers advised NPA Feb. 20. Some 75% of U. S. tungsten supply has been cut off with loss of Far Eastern sources. Among industry representatives meeting with NPA were: J. B. Merrill, Sylvania; Jack Gelok, Westinghouse; W. P. Kiernan, Elmet Div., North American Philips.

Lead and antimony, important ingredients in solder, Feb. 16 were placed under inventory controls in NPA Orders M-38 and M-39. Orders limit inventories of the 2 metals or materials containing the metals to 60 days' supply or a "practical minimum working supply," whichever is less.

Copper and zinc—scarce metals essential to many electronic parts—will probably substitute for nickel-bearing chrome-plated stainless steel, which is even scarcer, to keep new autos resplendent with glittering trim this summer, Ray Vicker reports in Feb. 23 *Wall Street Journal.*

Concern over supply of Kovar, a cobalt alloy essential to manufacture of power tubes for broadcast, industrial and X-ray uses (Vol. 6:47), was expressed by members of X-Ray Equipment & Accessories Industry Advisory Committee, meeting Feb. 19 with NPA officials. Committee members said frequent production bottlenecks due to lack of small components—such as resistors, relays and circuit breakers—threaten to delay X-ray equipment production. GE, Westinghouse and Machlett Laboratories are among 9 firms represented on committee.

Munitions Board is publishing *Munitions Board Progress Reports*, a periodic review of unclassified information concerning military procurement and production programs of interest to industry. You can get on list to receive *Reports* by sending request to Munitions Board, Progress Reports Div., Pentagon, Washington 25, D. C.

To encourage exploration for strategic minerals by private firms, $10,000,000 has been allocated by Defense Production Administration. Exploration program will apply to these electronically-important metals, among others: Antimony, chrome, cobalt, columbium, copper, lead, mercury, mica, miscellaneous ferro-alloy ores, molybdenum, nickel, tungsten, zinc. In another development relating to materials, Magnetic Metals Co., Camden, N. J., manufacturers of magnets and magnet cores for electronics-communication equipment, announced expansion of its plant to provide 15,000 sq. ft. additional floor space and permit production at 6½ times pre-Korean level. Approximately 40% of firm's business is now defense.

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Among unclassified military contracts for electronics and related equipment (more than $100,000) announced by Commerce Dept. for 2 weeks ending Feb. 21: Through Signal Corps, Philadelphia—Federal Telephone & Radio, $8,686,327, transmitting and receiving equipment and tubes; Emerson, $4,617,927, radios, detector sets; J. & H. Smith Mfg. Co., New York, $1,952,014, antenna equipment; Presto Recording Corp., $1,808,562, sound locating sets; ARF Products, $1,659,500, radio relays, signal generators (Motorola is subcontractor); Hallicrafters, $1,250,000, radios; GE, $1,000,000, rawin sets (meteorological); Rauland Borg, $800,000, radio terminal sets, relay sets, transmitters; Raytheon, $688,710, radios, tubes;Barker & Williamson, $500,000, radios; Molded Insulation Co., $128,843, radiosondes; Westline Electronics, Los Angeles, $136,940, crystal units; Service Corp. of America, New Hyde Park, N. Y., $247,500, radio sets; Triplett, $472,313, tube testers; Midland Mfg. Co., Kansas City, $100,000, crystal units; Radiomarine Corp., $130,000, radios; Sylvania, $268,000, tubes; Chatham Electronics, $188,000, thyratron tubes; Machlett, $132,000, thyratron tubes; RCA, $211,748, power supplies, repair of radios; Minshall Estey Organ Inc., Brattleboro, Va., $100,000, public address sets; Johnson Service Co., Milwaukee, $572,400, radiosonde modulators; Garod (Majestic-Wilcox-Gay), $100,000, radiosondes; Lewyt, $300,000, radios; Tele King, $400,000, radios; Espey, $300,000, radio relay sets; W. L. Maxson (Langevin), $200,000, power supplies; Crosley, $400,000, radios; Kollsman Instrument, $100,000, radiosondes (increase in unit cost); Brunswick Radio & TV, $150,000, control boxes; Cornell-Dubilier, $150,000, power supplies. Through Navy Electronic Supply Office, Great Lakes, Ill.—Raytheon, $901,150, tubes. Pacific Mercury TV Mfg. Co. announced $731,105 in military contracts for glide-path receivers.

NAB-TV needs 75-80 stations to meet $150,000 budget, under dues structure evolved at board meeting Feb. 19 in New York, has pledges from 57 already. Monthly dues were set at station's highest published 5-min. rate—or half of 15-min. rate if station has no 5-min. scale. Dues for networks are flat $100 per month. Board hired Thad H. Brown, son of late FCC comr., member of Washington law firm of Roberts & McInnis which represents TBA, on full-time basis as counsel. Following committee was named to hire $35,000 a year general mgr.: George Storer, Fort Industry, chairman; Harry Bannister, WWJ-TV; Clair McCollough, WDEL-TV & WGAL-TV; Campbell Arnoux, WTAR-TV; Paul Raibourn, KTLA (Paramount). Meanwhile, industry music committee, headed by Dwight Martin, Crosley, is trying to get ASCAP to reopen negotiations on per-program license terms. ASCAP terminated talks last December (Vol. 6:50), said then it was sending contracts to stations, but none has received them as yet.

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Bell Labs able Axel Jensen, chief TV researcher, says war has put color "back in the laboratory again," doubting whether manufacturers would be able to get materials for color. Therefore, he said, in talk at U of Buffalo this week, if research is "allowed to go on a little longer, it may be possible to come up with a system superior to anything we have at present."

Reporting on its color tube patents, Sightmaster announced that tube-maker Zetka paid $250,000 for "the right to purchase an interest in Sightmaster Corp.'s patent position." It also says RCA and others are negotiating for use of patents said to permit greater brightness in color tube.

Latest CBS "road show" color demonstrations: In New Orleans, Municipal Auditorium, Feb. 28 & March 2, in connection with meeting of affiliates advisory board, prior to March 5-8 medical showings; in New York, Feb. 22-25, at 71st Reg. Armory, for National Photographic Show.

* * * *

Looks like Petrillo-network contract (Vol. 7:5-7) may be settled next week. Compromises will be in order on most issues, but troublesome question of film and kinescope use may not be settled for a while. In fact, many observers feel it may have to wait until new agreement between AFM and motion picture producers is worked out; union's contract with Hollywood runs out Aug. 31.

Two TV-radio legal snarls are being analyzed by Washington attorney Harry P. Warner. Writing in summer and fall issues of Washington U (St. Louis) *Law Quarterly*, he concludes that rights to program content will be protected through common law or statutory copyright, rather than through law of unfair competition which courts have employed so far. This fall, Warner expects to have published *The ASCAP Story*, history of the organization and music rights in general.

Latest TV "scenery saver" is device called "Vistascope," French invention to which movie producer Sol Lesser has obtained rights. It's a box, containing scenic photograph, fitted to front of camera lens. Photograph is cut out so that actors, on whom camera is focused, appear to be surrounded by scenery.

Navy's reserve training program over New York's WOR-TV, started last Oct. 10, proves that "a well presented lesson over TV is more effectively absorbed than the same lesson presented by the usual classroom method of teaching." That's conclusion of Capt. D. D. Hawkins, in Feb. 18 *New York Times* article. Program also proves, he says, that "instructors are going to have to learn to be TV actors, or actors will have to turn instructors, if TV is going to do much teaching." Navy tested 65 people before finding right instructor.

Closed session between FCC and House Interstate & Foreign Commerce Committee to discuss legislation (Vol. 7:7) seemed to elicit little, although FCC again tendered proposed reorganization bill it prefers to McFarland bill (Vol. 7:4, 6). Commission proposal is about same as bill issued as Committee Print No. 1 last year (Vol. 6:31), but never introduced. Commission hadn't anything new to say about freeze, color, educational TV. Much time was spent explaining NARBA details to Committee.

Changes in Communications Act, suggested by Senate Interstate & Foreign Commerce Committee, to replace S. 537, electromagnetic radiation control bill advocated by Defense Dept. (see story p. 2), read as follows—new language in italics: "Sec. 606(c). Upon proclamation by the President that there exists war or a threat of war, or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President, *if he deems it necessary in the interest of national security or defense*, may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations *or devices capable of emitting electromagnetic radiations* within the jurisdiction of the United States as prescribed by the Commission, and cause the closing of any station for radio communication, *or any device capable of emitting electromagnetic radiations between 10 kilocycles and 100,000 megacycles*, and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station *or device* and/or its apparatus and equipment, by any department of the government under such regulations as he may prescribe upon just compensation to the owners."

* * * *

Resignation of Murray Grabhorn, ABC v.p. in charge of O & M stations, sparked these changes: **Otto Brandt**, v.p. for TV station relations, now has supervision over all owned TV stations, plus national spot and local TV sales. **Richard R. Rawls**, regional mgr., promoted to mgr. of TV stations dept., reporting to Brandt. On program side, **Burke Crotty**, executive TV producer, named asst. national director of TV program production; **William Phillipson**, attorney, named asst. director TV programming and operations (handling negotiations, contracts, etc.); James S. Pollak, ex-Souvaine Co. and WPIX, named program mgr., WJZ-TV. All report to Alexander Stronach, ABC v.p. in charge of TV programs. Other changes include appointment of James Connolly, radio stations relations v.p., in charge of all owned radio stations and national spot and local sales; **William Wylie**, mgr., radio stations dept.

Civil defense contributions of stations, growing rapidly, include: Sponsorship of March 6 session on *TV's Role in Civilian Defense* by Detroit's TV Council (formerly Round Table), featuring talks by Jesse Butcher, chief of audio-visual section, Civil Defense Administration; Col. Edward Kirby, chief of TV-radio branch, Army information; Col. Lawrence Wilkinson and Brig. Gen. Clyde Dougherty, of New York and Detroit civil defense agencies, respectively. One-time program by Louisville's WHAS-TV drew such response that it grew into series comprising films, interviews, etc. New York's WCBS-TV, Feb. 26 starts *Self Preservation*, "course of action for the housewife and her family," daily for 3 weeks, with assistance of Civil Defense and Red Cross officials. Baltimore's WAAM March 3 carries *Your Atomic Future*, featuring atomic scientist and city school civil defense training director.

Anxious about TV's impact, radio documentary writer Robert Lewis Shayon has written new book, *Television and Our Children*, in which he terms children's viewing excessive, puts blame on adults, places faith in "listener council movement," plumps for educational TV stations.

NBC Count of TV Sets-in-Use by Cities

As of February 1, 1951

Note: Estimates are by NBC Research for network use only, based on NBC affiliates' coverage to .1 Mv/m contours. Coverage of families is calculated on a net basis, with duplication removed. For individual station coverage, which in most cases exceeds these figures, consult station.

January TV set sales totaled 593,000, lowest since last August's 587,700, bringing grand total of sets-in-use to 11,142,500 as of Feb. 1, according to NBC Research's monthly "census" report released this week. NBC adjusted some of its family estimates since it began using new basis for TV set count (Vol. 7:3); total families covered by TV signals now amount to 26,495,700. For Los Angeles, 13,600 families were added; for Wilmington, 28,800 families were added, all from Philadelphia and Baltimore.

Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Ames (Des Moines)	1	195,200	42,000
Atlanta	2	311,300	91,500
Baltimore	3	461,600	273,000
Birmingham	2	252,400	42,200
Bloomington, Ind.	1	49,300	14,300
Boston	2	1,084,000	674,000
Buffalo	1	309,400	182,000
Charlotte	1	330,800	56,600
Chicago	4	1,668,400	840,000
Cincinnati	3	432,600	228,000
Cleveland	3	804,800	423,000
Columbus	3	327,300	129,000
Davenport-Rock Island	2	205,100	44,700
Dayton	2	275,500	114,000
Detroit	3	907,200	419,000
Erie	1	84,800	42,300
Grand Rapids	1	194,500	73,900
Greensboro	1	162,100	49,800
Huntington	1	187,500	35,300
Indianapolis	1	390,200	106,000
Jacksonville	1	113,800	27,000
Johnstown	1	310,100	68,100
Kalamazoo	1	153,700	33,400
Kansas City	1	471,900	101,000
Lancaster	1	215,900	80,600
Lansing	1	206,900	42,500
Louisville	2	256,400	78,600
Memphis	1	269,900	75,100
Milwaukee	1	373,600	213,000
Minneapolis-St. Paul	2	452,900	238,000
Nashville	1	205,700	28,000
New Haven	1	515,400	137,000
New York	7	3,887,000	2,145,000
Norfolk	1	204,200	55,700
Omaha	2	217,600	60,700
Philadelphia	3	1,343,900	789,000
Pittsburgh	1	729,200	222,000
Providence	1	406,100	130,000
Richmond	1	133,700	62,900
Rochester	1	216,700	73,400
Schenectady	1	322,500	140,000
St. Louis	1	567,700	254,000
Syracuse	2	205,200	101,000
Toledo	1	300,100	78,000
Utica	1	124,100	36,000
Washington	4	450,600	234,000
Wilmington	1	135,400	57,800
Total Interconnected	80	21,424,200	9,442,400

Non-Interconnected Cities

Albuquerque	1	36,400	7,400
Binghamton	1	84,100	32,700
Dallas	2	369,800	105,000
Fort Worth	1		
Houston	1	307,500	65,200
Los Angeles	7	1,537,800	835,000
Miami	1	154,600	52,500
New Orleans	1	257,700	49,500
Oklahoma City	1	239,000	73,400
Phoenix	1	89,600	30,200
Salt Lake City	2	83,700	37,500
San Antonio	2	157,000	39,700
San Diego	1	182,100	81,000
San Francisco	3	974,300	159,000
Seattle	1	425,400	68,200
Tulsa	1	172,500	63,800
Total Non-Interconnected	27	5,071,500	1,700,100
Total Interconnected and Non-Interconnected	107	26,495,700	11,142,500

Personal Notes: Harrison M. Dunham has resigned as general mgr., KTTV, Los Angeles, no successor yet appointed . . . Theatrical and industrial design expert Benjamin L. Webster appointed asst. to Fred Shawn, NBC-TV director of production services . . . Frank Young, ex-WPIX public relations mgr., joining NBC in special public relations capacity, reporting to public relations v.p. William F. Brooks . . . Joseph A. Chambers, ex-partner, Chambers & Garrison, Washington consulting engineers, joins Motorola military research labs in Phoenix, Ariz., about March 1 . . . Hollis Seavey, MBS coordinator of Washington news and special events, named director of Washington operations for network . . . George Baker, ex-Hughes-Peters Inc., Cincinnati Emerson distributor, joining WLWT, Cincinnati, in charge of hard goods sales . . . Lewis M. Marcy, ex-Advertising Research Foundation, joins NBC as supervisor of sales planning dept., succeeding Lance Ballou Jr., recently named to network's sales staff . . . J. R. Poppele, v.p. and chief engineer of WOR-TV, New York, received Marconi Memorial Medal of Achievement from Veteran Wireless Operators Assn. at New York dinner meeting Feb. 24 . . . Ralph Taylor, KNX-Columbia Pacific network sales promotion mgr., named sales promotion mgr., KTSL, Los Angeles . . . Harry Black, ex-*Televiser Magazine*, appointed program director of WXEL, Cleveland . . . Wally Schwentser named engineering supervisor, KMTV, Omaha.

Edward P. Morgan, partner in Washington radio law firm of Welch, Mott & Morgan, ex-counsel Senate subcommittee investigating Reds in State Dept., ex-FBI, named chief enforcement officer of Office of Price Stabilization . . . Arthur R. Treanor, part owner of WOOD, Grand Rapids and WFDF, Flint, to become director of NPA Printing & Publishing Div.

* * * *

TV production costs are not out of line with other media costs, asserted Don McClure, McCann-Erickson, at TV-radio seminar Feb. 20 sponsored by Washington Ad Club. Costs can be held within bounds, McClure said, by (a) pre-planned production, (b) every-other-week sponsorship, (c) use of Tele-prompter—which can cut rehearsal costs by 25%, (d) use of latest techniques in filming—such as Vidicam and Multicam processes.

New radios were bought by 17% of TV owners, by 19% non-TV owners during 1950, Dr. Sydney Roslow, The Pulse Inc., told TV-radio seminar in Washington Feb. 20. But, during last 6 months, new radios were bought by 28% of TV owners (placed mostly in bedrooms), and by only 23% of non-TV owners (placed mostly in living rooms), reported Dr. Roslow.

Sunday is best evening for group televiewing, Trendex reports on basis of data from 20 TV cities. In December and January, average of 3.3 persons watched each set Sunday nights, while average number of viewers per receiver for all nights of week was 2.95, according to survey.

First TV application for Mobile, Ala., was filed this week by WKRG, for Channel 5, bringing total on file to 381. Owners are local businessmen Kenneth R. Giddens and T. J. Rester. (For details, see TV Addenda 12-G, herewith.)

More than 80% of TV set owners in the Carolinas also own their own homes, according to survey by WBTV, Charlotte. Other conclusions: 74% of owners live in urban areas; 44% make less than $5000 a year, 42% from $5000 to $10,000 and 13.5% over $10,000.

"TV snob" is subject of *Printers' Ink* editorial in Feb. 26 issue, which gleefully (but not nastily) makes point that novelty factor wears off rapidly, after which TV viewers turn to other pursuits—like reading newspapers, magazines and books.

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Conservation Report
February 24, 1951

Wonder Workers of TV

Conserving Critical Materials -- Two Approaches

Reports on Materials Conservation Programs of RCA and Philco

Offering Full Data to Entire TV-Radio Manufacturing Industry

For News Reports and Comments, see *Television Digest* Newsletters, Vol. 7:6-7

Editor's Note: *For some months the industry has been buzzing with reports of amazing savings of critical materials through new techniques in conservation and substitution. So successful have the efforts been, that one of the top govt. mobilizers has said: "These electronic fellows are the most ingenious workers of miracles I've ever seen," and to suggest that other crisis-affected industries might well profit by their example. Two leaders, RCA and Philco, have spelled out their conservation programs, offering their findings to all other manufacturers without restrictions. Philco actually demonstrated a TV receiver that not only saves critical materials but, its developers say, performs better than current models (Vol. 7:7). The following are official reports—Philco's prepared at our request, RCA's taken from its report on 'Conservation of Critical Materials,' sent recently to all set and tube manufacturers (Vol. 7:6):*

PHILCO'S REPORT

TWO years ago, the management of Philco Corp. initiated a long-range program of research and engineering development in television. The objective was to develop a TV receiver with improved performance at no increase in price, despite rising costs.

Considerable success had been achieved toward this goal by last summer, when it became apparent that many materials would become scarce because of the national emergency. At that time, the objective of the original program was broadened to include conservation of critically scarce materials.

In recent months, Philco management has emphasized material conservation and accelerated this aspect of the development of a new television chassis design, while continuing to insist on improved performance.

The new Philco TV chassis, which was first demonstrated to officials of the National Production Authority on Feb. 14, 1951, is the culmination of the company's 2-year development program. In this one phase of Philco's extensive over-all research and engineering work in various fields of electronics, refrigeration and thermodynamics . . . in the evolution of this new TV chassis . . . over 100 technically trained personnel took an active part.

The result is an entirely new television receiver, which has proved its superiority in numerous field performance tests, and which also conserves many critically scarce materials.

This report provides essential technical information on this new Philco TV chassis, and also presents the principal savings of scarce materials. Supplementary sections of the report indicate similar materials savings that are being achieved in the design and production of TV picture and receiving tubes, TV installation materials, and automatic record changers.

Before presenting this report on the new TV chassis, however, it should be mentioned that notable savings in critical materials have already been made in current production of TV sets as compared with similar models produced during the latter part of 1950. Such savings as a smaller speaker magnet, smaller and more efficient transformers, lighter-gauge copper hook-up wire, and many other minor changes have made it possible *already* to effect the following conservation of scarce materials:

(Continued on page 4)

RCA'S REPORT

EVER since the outbreak of war in Korea, RCA engineers have been working aggressively to search out every possible means of saving critical materials in the production of television receivers, radios, and other electronic equipment without sacrificing the company's high standards of quality.

Some of our engineering accomplishments, such as the newly designed RCA speakers which reduce alnico content by 70%, brass by 90%, and steel by 35%, and the new RCA electrostatic kinescope which completely eliminates the use of alnico magnets, have already been passed on to the industry. These two RCA developments alone, when fully applied to the industry's television production, will reduce the cobalt content in the average receiver by almost 90%—a savings industrywise of over 300,000 pounds of scarce alnico per one million receivers produced.

Many manufacturers of sets and components have made major contributions in the conservation of scarce metals.

The attached summary of conservation steps already adopted, or to be adopted shortly by RCA, has been prepared for your information. While many of the savings in critical materials listed by our engineers apply to the manufacture of tubes and components, and to the materials used in the installation of television receivers, they nevertheless will be of interest to the industry, because when these conservation steps are applied industry-wide they will save millions of pounds of cobalt, copper, nickel, aluminum, brass, steel, and other metals.

Without these important savings of restricted materials already achieved, our industry could not have attained the relatively high production of TV-radio receivers during the month of January.

I know you will join us in earnestly pursuing this conservation program, not only for the resulting substantial savings in vital metals, but also to demonstrate to our government officials the industry's resourcefulness in this time of emergency. Only by doing everything possible to help itself can the industry feel morally justified in asking the help of Government agencies in supplying sufficient critical materials to permit continued production of peace-time products, which in turn enable us to hold together our technical skills and our trained workers until they are needed to produce electronic equipment for the military services.

(Continued on next page)

Our engineers are continuing their efforts, and as additional methods of conserving scarce metals are developed we will keep you advised. In the meantime, if you have any questions on the conservation program outlined, I invite you to direct your inquiries to Mr. S. W. Seeley, director of our Industry Service Laboratory, 711 Fifth Ave., New York City.

Sincerely,

(s) Frank M. Folsom.

* * * *

Report on Conservation of Critical Materials

The conservation of critical material in the manufacture of receivers, tubes, and material required for installation can be approached from two separate and different viewpoints:

(1) Reduce the use of critical material by reduction of the number of components, thereby reducing the performance and quality of the receiver;

(2) Maintain quality and performance by redesigning components to take full advantage of any new non-critical materials not previously used. Where this is not possible, completely redesign the components and the receiver to use the *minimum amount* of critical material, even though it may be necessary to add components.

RCA engineers are committed to following the second approach. We believe this is imperative in order to produce receivers of highest quality and performance. It is our viewpoint that it would be harmful to the industry to produce TV receivers that would affect conservation of scarce materials at a sacrifice in quality.

We have made important savings of critical material and, at the same time, have continued production of high quality tubes and receivers. This is particularly important in that it permits keeping trained employes who will be needed to design and manufacture armed services equipment when needed.

The following tabulation is a summary of the savings based on production of 1,000,000 receivers. The first column shows savings in present production of 17-inch TV receivers. The second column shows the material savings which we expect will result from the application of electrostatic focused kinescopes to these receivers.

Material Saved Compared to Second Half 1950 Typical 16-17" Television Set

Material	*Pounds saved per 1,000,000 sets, Present Production based on 17" TV set*	*Pounds saved per 1,000,000 sets—electrostatic focused 17" TV set*
Alnico V Speaker (Saving based on 2.15 oz. magnet 8" table model speaker)	72,000 lbs.	72,000 lbs.
Alnico V Speaker (Saving based on 3.16 oz. magnet 12" console speaker)	135,000	135,000
Alnico V Focus Magnet (Based on 5 oz. magnets)	.....	310,000
Alnico V Beam Bender	4,400	4,400
Steel in 12" Speaker	142,000	142,000
Brass in 12" Speaker	50,000	50,000
Zinc in Focus Magnet	.....	310,000
Steel in Focus Magnet	.....	500,000
Brass in Focus Magnet	.....	22,000
Aluminum—Cup Over Back of Kinescope	62,000	62,000
Brass in Volume Controls	12,200	12,200
Copper-Shorting Band in Power Transformer	190,000	190,000
Copper Hook-up Wire	47,000	47,000
Copper—Leads on Paper and Ceramic Capacitors	11,850	11,850
Aluminum Shield	100,000	100,000

The following tabulation summarizes the metal savings which are in effect in the manufacture of tubes and ferrite magnetic cores used in the manufacture of 1,000,000 TV receivers. A typical 23-tube receiver was used in these calculations.

Material	*Savings per 1,000,000 Television Receivers*
Nickel	
(a) Nickel content in ferrite cores	12,400 lbs.
(b) Nickel in receiving tubes and kinescopes	33,600
Copper in receiving tubes and kinescopes	33,000
Tin content in solder	50

The more important conservation steps that have been taken are as follows:

Redesign of Speakers

When it became known that practically all of the available cobalt would be required by the government for defense items, a study was immediately started to see what could be done to eliminate cobalt from our instruments. Alnico V magnets were used in focus magnets and speakers. (Alnico V contains 24% cobalt, 14% nickel, 8% aluminum, 3% copper, and 51% iron.) The average focus magnet contained 5 ounces of Alnico V, and the average speaker contained 2.5 ounces of Alnico V, or a total of 7.5 ounces per instrument.

The problem of reducing or eliminating cobalt used in speakers could be attacked by changing to an electromagnetic speaker to save the 2.5 ounces of Alnico V. To solve the problem in this way would have resulted in the addition of approximately 1 pound of copper for the field coil. Instead, it was considered more advisable to retain the Alnico V magnet, but to reduce its size as much as possible consistent with maintaining acceptable performance. A complete study and redesign of speakers was made with the result that the largest magnet now used is 1 ounce and the average is approximately 0.75 ounce. This redesign also resulted in a saving in the accompanying steel and brass parts, so that from the speaker standpoint, the savings are as follows:

Alnico V—70% saving compared to early 1950
Steel —35% saving compared to early 1950
Brass —90% saving compared to early 1950

This program is currently in effect and the speaker manufacturers are aware of it.

Elimination of Focusing Magnet

A reduction of alnico used in the focusing magnet of the kinescopes is a slightly longer range change which is being very actively worked on. The focus magnet can be removed completely by continuing the use of electromagnetic focused kinescopes with electromagnetic focusing coil, or by changing to electrostatic focused kinescopes.

Electromagnetic focusing would require the use of a focusing coil with approximately 2 pounds of copper wire and with an adjustable D.C. current flowing in the coil. The D.C. power supply handling capacity would have to be increased in order to furnish this current. This in turn would require more copper and iron in the power transformer, or more electrolytic capacitors and selenium rectifiers which require alminum. This program would obviously be impractical because, although it would save cobalt in the magnet material, it would use much more copper, aluminum and steel. It was therefore decided to change to electrostatic focusing. The change to the use of electrostatic focused kinescopes will cost slightly more per instrument because of the cost of the special components involved, but these special components do not involve critical materials.

The timing for introducing electrostatic focusing in production is determined by the availability of kinescopes, since the kinescope must be changed to permit this type of operation. The 17-inch rectangular sets (which is the largest item of production in the industry this year) will be changed to electrostatic focusing in the second quarter of 1951. By the end of the second quarter of 1951 it is planned to be completely changed over to electrostatic focusing on all sets.

The resultant saving is 5 ounces of Alnico V, approximately 5 ounces of zinc, and approximately 8 ounces of steel.

When we have completely changed over to electrostatic focusing, and assuming that we continue to average 0.75

ounce of Alnico V for the speaker, the total saving in Alnico V will be from 7.5 ounces to 0.75 ounce, or a saving of 90%.

Copper has become a very critical item; and we have effected savings in various ways. Our power transformers originally specified a shorting band 40 mils thick and approximately 2 inches wide. The specifications have been changed cutting the thickness in half, with a resultant saving of 0.19 pound per transformer. Hook-up wire has been reduced from 22 to 24 gauge, resulting in a saving of 33% in the amount of copper used. Certain screw machine parts which are used in the 45-rpm record changer and other places, and which were originally made of brass, are now made of steel.

Since RCA Victor does not manufacture all components, but purchases many parts that go into its instruments, changes in specifications of purchased components to save critical materials are made in cooperation with the various suppliers. Some of the changes which have been authorized are as follows:

(1) The cup over the end of the kinescope on the rear of the cabinet has been changed from aluminum to plastic.

(2) Shorter mounting bushings on some variable controls, saving approximately 10% of the brass in these controls.

(3) Reduction in the length of copper wire leads on paper and ceramic capacitors (20% copper saving).

(4) The use of copper clad steel wire instead of copper wire leads on wire-wound resistors and chokes.

(5) The use of Alnico III magnets (no cobalt required) for beam benders, instead of Alnico V magnets.

For future designs we are continuing to work in the direction of improved components and circuit efficiency, in order to further reduce the amount of materials used. Except for the power transformer, the deflection yoke is the largest component user of copper. Design work has been under way for some time to effect a saving here, and a design using only 50% of the usual amount of copper in the high-voltage coil and yoke appears promising. This in turn will still further reduce the amount of copper in the power transformer by an appreciable amount. The chassis size and depth can also be reduced in the future.

If these developments are entirely successful, we will be able to make additional important savings in steel, copper and transformer steel, over and above the savings shown in the above tabulation. We expect these developments will be completed by the end of April 1951, and we will then issue further information.

Conservation in Ferrite Cores

The conservation efforts and accomplishments given above relate to the metal content in TV receivers. Another important component used in a receiver is the ferrite cores, used as a magnetic core material in deflection yokes, IF coils, etc.

NICKEL OXIDE: Throughout the second half of 1950 our engineering organization has been engaged in an active program to conserve nickel oxide in ferrites by changes in the chemical and metallurgical formulation of the ferrite. The following progress has been made to date:

(1) A change in formulation from 13% to 10% NiO has been successfully developed, and after final tests on end products, will be effected in production in February 1951. This results in a reduction of approximately 23% in NiO content. This saving of approximately 23% in nickel oxide content results in a saving of 12,400 pounds of nickel in the nickel oxide, per 1,000,000 TV sets produced.

(2) Additional engineering and laboratory work to reduce our NiO consumption by another 50% is now in process and is expected to be effected in the second quarter. This is based upon a formulation using magnesium oxide to replace a certain amount of the nickel oxide, reducing the NiO content to only 5%. If we are successful in this further reduction to 5% nickel oxide, an additional saving of 20,000 pounds of nickel content in the nickel oxide will be made per 1,000,000 TV sets.

Materials Savings in Electron Tubes

Very active development programs have been persued to reduce the use of critical materials in the manufacture of tubes.

NICKEL: Nickel, for years, has been an essential material of the electron tube industry. An intensive effort on the part of our engineering organization to conserve nickel and to substitute alternate materials, has brought outstanding results. The following substitution materials for pure nickel are now being used:

(1) *Carbonized Nickel-Plated Steel Strip:* After three years of intensive effort a new plate (anode) material has been developed and tested by RCA engineers to the point where it seems to meet all of the requirements of a substitute for pure nickel strip in tube manufacturing. This new material, known as S8S1, is produced by RCA. The raw material—aluminum-deoxidized, cold-rolled steel strips, 10% nickel-plated, is coated with nickel oxide, which is then bonded to the strip, and carbonized.

(2) *Carbonized Steel Strip:* In some applications a satisfactory carbonized strip can be made using the foregoing process of nickel-oxide coating and carbonizing, but using plain steel (without nickel plating) as the base material.

(3) *Nickel-Plated Iron Wire (Nipron):* Nickel-plated Armco iron—a steel containing less than .05% carbon—is now being widely used by RCA as a substitute for pure nickel wire in the manufacture of a significant number of electron tube components.

(4) *Stainless Steel Wire:* We are now substituting 18-12 stainless steel wire with 18-8 stainless steel wire wherever possible throughout our operations. This permits a 33% saving in nickel content. In addition, we are now attempting the substitution of 18-8 stainless steel wire for nickel wire in certain non-critical tube components; such as getter loops.

COPPER: The quantity copper used in tubes is relatively small as compared to circuit and component uses. Nevertheless, every effort has been made to conserve and substitute alternate materials wherever possible.

Our program for conservation and substitution of copper is as follows:

(1) *Receiving Tubes:* Approximately 90% of our total copper requirements for receiving type tubes is for use as copper grid side rods which are used in about 10% of the receiving types produced. It now appears that, during the first quarter of 1951, we shall be able to effect a 30% reduction in our present usage of copper grid side rods through further usage of nickel-plated iron wires. Copper is also used in the lead wires which connect the elements of the tube to the base. It now appears probable that we can effect a saving of approximately 19% in the use of copper for this purpose by a reduction in the diameter of the leads used.

(2) *Cathode-Ray Tubes:* The principal use of copper in cathode-ray tubes is in the exhaust tubulation which is "pinched-off" upon completion of evacuation of the tube. A program for the substitution of glass for copper is under way which will be instituted by stages during the first quarter of 1951.

(3) *Transmitting and Power Tube Types:* Primary usage of copper in transmitting and power tube types is for anodes and radiators. High electrical and thermal conductivity are required in order to dissipate the great amount of heat generated in such types. No satisfactory substitute for oxygen-free, high-conductivity copper is currently known. It should be noted, however, that nearly all tubes of this type are used in such essential applications as commercial communications, broadcasting, industrial oscillators, and the like.

Similar programs have been instituted with respect to other critical materials. For example, tin is used in solder. The common percentages for tin for such purposes range from 35% to 60%. In tube manufacture the percentage of tin content for all solders has been reduced to 35%, and provision is now being made so that nearly all production can use a 20% tin content solder.

Conservation of TV Installation Materials

While manufacturers of TV receivers are not generally directly concerned with the specifications of installation materials, very important conservation programs can be adopted to substantially reduce the amounts of aluminum, copper, zinc and steel used in installation materials such as masts, brackets, lead-in wire, etc. The industry must bear in mind that antennas in most instances are a necessary part of TV receiver installation. A great deal can be done to guide dealers and servicing organizations in the conservation of installation materials.

Following are some important savings of scarce materials which have been accomplished by the RCA Service Co. as the result of an intensive conservation program:

(1) ALUMINUM: The use of aluminum for masts has been reduced almost 50% during the first quarter of 1951. If this savings can be attained throughout the industry, it would represent a reduction of more than two million pounds of aluminum per one million receivers installed with an outdoor antenna. This conservation of aluminum by the RCA Service Company was accomplished through the following means:

(a) Standard 8′ aluminum masts were replaced by 6′ steel masts wherever possible.

(b) Tall masts using large-size aluminum tubing are being constructed of one-size smaller tubing.

(c) Standard 12′ x 1⅜″ x .083″ wall aluminum masts weighing 4.75 lbs. were replaced by 10′ x 1⅜″ x .072″ wall weighing 3.46 lbs. for a savings of 1.29 lbs. per unit or 27%.

(d) Standard 12′ aluminum masts are also being changed over wherever possible to 10′ x 1⅜″ x 16 ga. steel tubing saving 4.75 lbs. of aluminum per installation.

(e) Standard antennas have been lightened by reducing the wall thickness of aluminum tubing, used for the elements, at the same time retaining strength by using a stronger alloy even though this increases the cost. The ½″ x .042″ wall tubing has been reduced to ½″ x .035″ wall resulting in an aluminum savings of 10.4% per installation.

(2) COPPER: The major use of copper for TV installation is in the transmission line of the 300-ohm ribbon and coaxial types. Substantial reductions in the use of copper have been accomplished by the RCA Service Co. in the following manner:

(a) A nation wide program has been instituted to reduce the footage of cable used per job by placing antenna as near as possible to the receiver, by measuring the required length of line accurately and by splicing together and soldering short lengths. These steps have resulted in reducing the transmission line usage from 123′ per installation to 83′ per installation currently. This represents a net reduction of 32% in the use of copper lead-in wire.

(b) The standard 300-ohm transmission line in the past consisted of 7 strands of No. 28 copper wire which will yield 147.5′ of transmission line per pound of copper. Anticipating the shortage of copper, the RCA Service Company's Engineering Department designed several lighter weight types of transmission line which have proved adequate. The latest type which will be adopted as a standard has 7 strands of No. 30 wire which will yield 234′ of lead-in cable per pound of copper for a net savings of 33%.

(c) Anticipating the probable future reduction of copper useage, tests have been conducted using 300-ohm transmission line with conductors of "copperweld" wire. This is a steel wire coated with a thin layer of copper. While the total weight of the metal content would be approximately the same, the major part of the copper will be replaced by steel with a net reduction of 82½% in copper usage.

(d) Coaxial and twin-ax cable use considerable amounts of copper. In cooperation with the Anaconda Wire and Cable Company, the RCA Service Company is conducting tests on the use of a thin aluminum foil sheath to replace the copper braid shield on these cables. A typical example would be the coaxial cable used on multiple antenna systems. This cable now uses 22.5 lbs. of copper per 1,000′. Twenty pounds of this total are in the shield. The coaxial that is being tested will replace 22.5 lbs. of copper with a cable that contains 2.5 lbs. of copper and ¾ of a pound of aluminum per 1,000′.

(3) ZINC: In order to conserve zinc normally used for plating steel masts and brackets, a plastic coating material is being used for rust-proofing steel masts and steel brackets. The total amount of zinc saved through this process is approximately 320 lbs. per 1,000 antenna installations.

(4) STEEL: The total usage of steel will be increased by the substitution of steel for aluminum masts wherever possible. However, it has been found that such items as roof-mounting brackets lend themselves to redesign for conservation of steel. One typical instance, for example, a mounting bracket weighing 7.4 lbs. has been replaced by two alternate types weighing 5.75 lbs. and 4.9 lbs., respectively. This redesign provided brackets of adequate strength with a net savings in steel of 29½%.

PHILCO'S REPORT

(Continued from page 1)

Materials Savings Already Achieved in Pounds per Million Television Receivers

Materials	*Current Production vs. Fall 1950*
Alnico V { 24% cobalt 8% aluminum / 14% nickel 3% copper }	135,000 lbs.
Copper	456,000
Ferrite { 20% nickel oxide / 25% zinc oxide }	342,000
Silicon Steel	192,000
Tin	550
Zinc	333,000

Principal Design Changes in New Chassis

While it is relatively easy to make minor changes in design and achieve materials savings such as those enumerated above, the evolution of basically new circuitry takes a much longer time. It requires work in research laboratories by specialists in many fields; then a major program of combining numerous new ideas in a complete experimental TV chassis, and proving and improving the performance of this prototype. Next, this first model must be studied and redesigned by engineers familiar with mass production techniques, so that the new receiver can be manufactured efficiently in mass production. The final step, before the design can be released for production, is an exhaustive program of field tests to examine every characteristic of the new receiver in various locations where difficult problems of TV reception are encountered.

The new Philco chassis has undergone this entire process of development. It is field-tested, proved and engineered for production in quantity.

The basic design of the new chassis, which has brought about most of the savings in critical materials, is a direct result of planning long before the Korean war started. There are three major improvements in the new Philco TV design, which may be briefly described as follows:

(1) A new and more efficient horizontal deflection circuit has been developed. This new output circuit includes a new diode damper tube, the 6V3, developed by Philco engineers. The new circuit makes it possible to use a smaller fly-back or horizontal output transformer, and permits operation at lower plate supply voltage than was previously possible. Comparing this circuit with a typical previous circuit, the plate supply voltage required in the new circuit is about 250 volts as compared with 315 volts required by the old design.

The new deflection circuit requires a diode damper tube which will withstand a pulse voltage between heater (filament) and cathode in the order of 5000 volts. Such a

tube had never been commercially produced, and the design was accomplished by using an entirely new type of construction. In the new 6V3 tube, the filament is suspended independently inside the cathode, without touching it at any point, and the cathode receives its heat by radiation from the filament rather than by conduction as in the ordinary tube. This new design makes it possible for the 6V3 to withstand pulse voltages well in excess of 6000 volts. This new tube design has already found other important applications.

(2) With the new efficient deflection circuit, it is possible to use a new plate power supply similar to a design already successfully used by Philco. This new power supply utilizes two selenium rectifiers in a voltage doubler circuit and makes it possible to eliminate the heavy power transformer used in the conventional previous circuit. In the new power supply, a small transformer is employed to supply filament power; this transformer could also have been eliminated, but this would have required connecting the filaments of all tubes in series, and Philco engineers decided against such a design because of its obvious vulnerability.

(3) A third major improvement in the new Philco TV chassis is the use of a newly developed cathode ray picture tube with electrostatic focus. By focusing the electron beam electrostatically, it has been possible to eliminate both previous types of focusers: the heavy permanent magnet focuser made of Alnico V; or the alternative, an electromagnetic focuser with a copper coil requiring a considerable amount of rectified power to energize it.

In addition to these major design improvements, all of which also achieve substantial savings in critical materials, there are numerous other changes in the new Philco chassis which combine conservation and better performance.

* * * *

Materials Savings Possible with New Philco Chassis Per Million Television Receivers

Materials	*New Chassis vs. Fall 1950 Sets Savings in Pounds*	*% Saved*
Alnico V	599,000 lbs.	100%
Aluminum	563,000	68
Copper	1,263,000	26
Ferrite	529,000	51
Silicon Steel	7,397,000	58
Tin	80,260	50
Zinc	792,000	75

It should be noted that ultra-scarce cobalt is entirely eliminated, while the amount of other scarce materials needed is reduced by substantial percentages. Now to consider the specific details of savings under various headings.

ALNICO V, which contains scarce cobalt, nickel, aluminum and copper as indicated, is entirely eliminated in the new chassis design, because of the following changes:

(a) Permanent magnet speaker removed, and replaced by electromagnetic speaker.

(b) Permanent magnet focuser removed; replaced by new electrostatic focusing circuit.

(c) Beam bender of Alnico V removed; replaced with beam bender of Alnico III, containing no cobalt.

ALUMINUM content of the new Philco chassis has been reduced by .563 lb. per receiver by the following changes:

(a) Aluminum frame assembly straps for picture tube are replaced by fabric straps.

(b) Aluminum protective cup for picture tube is replaced by a plastic-and-fibre cup.

(c) One electrolytic condenser, containing aluminum foil, eliminated by use of electrostatic-focus picture tube.

(d) Amount of aluminum foil in other electrolytic condensers reduced by use of lower voltage plate power supply.

COPPER used in the present TV chassis has been reduced by the substantial total of 1.236 lbs. per receiver, even though it has been necessary to add copper wire for the electromagnetic speaker to eliminate Alnico V. Savings of copper in the new design are achieved by:

(a) Large power transformer is removed, and replaced with much smaller filament transformer and voltage doubler power supply using selenium rectifiers.

(b) Amount of wire in audio output transformer reduced, with special compensation to maintain sound quality.

(c) Wire used for hook-ups throughout chassis reduced from size No. 22 to No. 24.

(d) Wire leads on tubular and mica condensers shortened.

(e) Width and linearity coils removed because of use of new efficient deflection circuits.

(f) Size of horizontal output transformer coil reduced through use of new circuits, including new 6V3 damper tube.

(g) Copper ribbon-type ground straps removed and replaced by wire.

FERRITE, which contains 20% nickel oxide and 25% zinc oxide, is a scarce material and the amount used in the new Philco chassis has been reduced 51% by the following changes:

(a) Size of horizontal output transformer core reduced, thanks to new circuit and new 6V3 diode damper tube.

(b) Ferrite core removed from deflection yoke; and replaced with new yoke of flake iron, which is a non-critical material.

(c) Width and linearity control cores eliminated by use of new efficient circuits which include resistor-type width control and require no linearity control.

SILICON STEEL is conserved in substantial quantity in the new chassis, which reduces the amount required per receiver by 7.399 lbs. by these changes:

(a) Large power transformer removed, replaced by small filament transformer and voltage doubler power supply, with selenium rectifiers.

(b) Size of audio transformer core reduced, maintaining high quality of sound output by special compensations.

TIN will be conserved in considerable quantity in producing the new Philco chassis by using a new solder with 20% tin content, instead of the present solder with 40% tin; and by using a new flux with this solder to make permanent soldered joints. The resultant saving amounts to 80,260 lbs. of tin, a strategic material, per million TV receivers.

ZINC is being conserved by means of eliminating some zinc die castings (notably one in the focuser); by the savings noted above under ferrite; and also by eliminating brass (an alloy of copper and zinc) wherever possible. All brass hardware and machine screw parts are being replaced with steel, wherever ferrous metals can be employed. The amount of brass in control bushings has been reduced about 10%. All brass formerly used for decorative purposes on the cabinet is also being removed.

CADMIUM, another scarce metal, is being conserved by changing the plating of the new deflection chassis and other metal parts to a plating of non-strategic materials wherever soldering requirements permit.

Total Weight Savings

In view of the impressive list of changes enumerated above, it is not surprising that the new Philco TV chassis and picture-tube mounting frame weigh considerably less than the comparable current model now in production. It should be noted that ever since early 1950, Philco design has divided the chassis into two parts; one contains tuner, IF and other circuits; the second includes the power supply and associated circuits. The new design continues this highly efficient "duplex chassis" and achieves savings in critical materials — and weight — in both parts of the chassis, as well as in the picture tube frame assembly.

Savings in Weight Achieved by New Philco Television Chassis

	Present Receiver	*New Receiver*
R-F, I-F Chassis Section	6 lbs. 15 oz.	6 lbs. 3 oz.
Power Chassis Section	28 lbs. 8 oz.	18 lbs. 3 oz.
Frame Assembly, Yoke, Focuser	4 lbs. 3 oz.	3 lbs. 2 oz.
Totals	39 lbs. 10 oz.	27 lbs. 8 oz.

Thus the new Philco design saves a total of 12 lbs. 2 oz. per receiver. This weight saving means not only a substantial conservation of critically scarce materials. It also means that new, lighter chassis will be easier to handle in production, thus reducing the fatigue of workers. Further the lighter chassis will appeal to future owners of the new

sets, especially table models which are often moved from room to room, or from one location to another in a room.

Materials Savings in Associated Fields

While the comprehensive program described above has resulted in the development of an entirely new Philco TV chassis, with improved performance and conserving important amounts of scarce materials, other engineers of the company have been active in similar conservation programs. For example, Philco tube engineers are engaged in a long-term project to reduce use of such materials as nickel and copper in both cathode ray picture tubes and in various types of receiving tubes. Company engineers working with antennas and other installation materials have also achieved remarkable results, practically eliminating the aluminum used for outdoor antennas and saving important quantities of copper and zinc.

Many TV-radio receivers are sold in "combinations" containing automatic record changers. Philco mechanical engineers have redesigned the highly successful M-22 three-speed automatic changer to conserve many critical materials.

Materials Savings in TV Tubes

Although the total amounts of critical materials involved in making cathode ray picture tubes and receiving tubes are extremely small, in the aggregate the savings that may be achieved are well worthwhile.

Materials Savings with One Million 17" Cathode Ray Picture Tubes

	Present Design	*Future Design*	*Saving*
Nickel	4,000 lbs.	2,000 lbs.	2,000 lbs.
18-12 Stainless Steel	12,000	8,000	4,000
Copper	3,000	2,500	500

Specific savings include:

Nickel

(A) *Receiving Tubes*

(1) Wherever possible, carbonized nickel-plated steel strip has been, or is being substituted for nickel used for the plates of receiving tubes.

(2) Research work is going on to replace nickel for the plates of certain tubes with aluminum-clad steel strip. This has already been done in Europe, and as soon as a sufficient supply of aluminum-clad steel strip is available, more substitution will be achieved here.

(3) Nipron, or nickel-plated iron wire, is being used for inside stem leads to replace nickel wire. Research is also under way to use Nipron for outside stem leads.

(B) *Cathode Ray Picture Tubes*

(1) Nipron is being used for inside stem leads, and is saving 60-70% of the nickel required for this application.

(2) Philco has changed the bulb-spacer design in 90% of cathode ray tubes, reducing the 18-12 stainless steel required by 50%. This represents a saving of 50% in nickel requirement.

(3) The gun design on one type of picture tube has been changed, reducing the amount of 18-12 stainless steel required by 70% over conventional gun designs.

(4) A new gun is being developed by Philco tube engineers for all cathode-ray tubes, which will reduce usage of 18-12 stainless steel by 40%.

Copper

(A) *Receiving Tubes*

Copper-clad steel wire is being used to replace copper for grid side rods, wherever this change is feasible.

(B) *Cathode Ray Picture Tubes*

(1) Philco has completely eliminated the use of copper in exhaust tubulation on the one type of picture tube where this technique was employed. Glass has been substituted, and Philco has always used glass extensively for exhaust tubulation, thus conserving copper.

(2) The diameter of Dumet stem leads has been reduced, saving 15% of the copper used in these leads.

(3) Philco has concentrated entirely on glass envelopes for picture tubes, thus conserving large amounts of chrome steel—savings in chromium—as compared with other major producers.

Savings in TV Installation Materials

Ever since early 1950, Philco has taken the lead in reducing the amounts of critical materials used for installing TV receivers, including the aluminum, copper and zinc used in TV antennas, mounting hardware, and transmission or lead-in line.

Savings in TV Installation Materials per 1,000,000 Receivers Installed with Outdoor Antennas

	Savings By New Philco Designs
1. Aluminum	6,800,000 lbs.
2. Copper	120,000
3. Zinc	350,000

Details of these savings in installation materials are as follows:

Antennas

Masts: The use of aluminum for antenna masts has been eliminated by Philco since the middle of 1950, with steel masts having been introduced early last year. The standard masts sold by Philco are now made of steel tubing in 5′ and 6′ lengths, 1¼″ O.D. and .030″ wall thickness. These steel masts replace the standard 6′ aluminum masts formerly sold by Philco. On the average, two of these aluminum masts were required for the typical installation, or a total weight of about 4 lbs. of aluminum per installation, all of which is saved.

Cross-Arms: In all standard Philco antennas for the past eight months, steel cross-arms have been used, saving about 1 lb. of aluminum per antenna. (Standard antennas account for 94% of total Philco antenna sales.) In deluxe Philco antennas, the cross-arm has been made of aluminum or manganese iron, but steel cross-arms will be used from March 1, 1951. (Deluxe antennas—6% of sales.)

Dipoles, Fans and Hardware: Receiving elements of standard antennas, and mounting hardware have been made either of dural or butt-seam welded aluminum. This is being entirely replaced with steel, including steel tubing, saving about 2 lbs. of aluminum per antenna.

Savings in Zinc: To conserve zinc normally used for coating steel masts and mounting hardware, special rust-proofing and painting processes are now being employed which will save about 350 lbs. of zinc per 1,000 antenna installations.

Use of Steel is being increased by substituting steel for aluminum in all antenna masts. However, some savings in use of steel are being achieved by redesign of mounting brackets.

Transmission or Lead-In Line

Practically all line supplied by Philco through distributors and dealers for TV installations is 300-ohm ribbon line. Here there has been a reduction from 7-strand line, using No. 28 copper wire, to line with 7 strands of No. 30 wire. This amounts to a saving of 33% in copper.

Also, all installations are made with the minimum footage of transmission line required for each specific job.

Savings in Philco Automatic Record Changers

The savings shown below have been achieved by Philco mechanical engineers, by such methods as substituting steel stampings for zinc die castings, etc.

Material Savings in Pounds per 200,000 Record Changers

	Current Production vs. New Series Changers	*Savings in %*
Aluminum	10,000 lbs.	100%
Brass	74,400	100%
Phosphor Bronze	600	100%
Stainless Steel	9,700	50%
Zinc	200,000	83.5%

MARTIN CODEL's

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'MRO' AIDS BROADCASTERS, INDUSTRY: NPA's new maintenance, repair and operating (MRO) program (Regulation 4) is made to order for all phases of broadcasting and electronic industries. It gives these assurances:

(1) No TV-radio station will be forced to leave the air for lack of maintenance equipment or parts.

(2) Police, fire, aircraft, marine and emergency communications systems will not be interrupted because of shortages.

(3) Replacement parts will be available for intercom, public address and other electronic equipment used in any business, industry or governmental agency.

(4) Electronic distributors, jobbers, wholesalers will be able to obtain and stock replacement parts.

(5) Electronic parts makers will be able to get materials required to turn out parts and equipment to keep America's electronic and communications systems operating at full capacity.

(6) TV-radio, electronic and all other manufacturers can keep their machinery and plants in top operating condition, despite shortages and restrictions.

* * * *

Much credit for MRO order goes to John G. Daley and Donald Parris, director and deputy director of NPA's Electronic Products Div. As defense-induced shortages increased, division personnel spent more and more of their time listening to tales of woe from police and fire departments and businessmen whose operations were being held up by unavailability of a couple of tubes, a transformer or other repair parts. Realizing importance of maintaining existing equipment, division had been issuing special directives for each individual complaint.

These parts may now be procured automatically, without red tape. Regulation 4 gives all businesses, institutions and Federal, State and local governments right to use DO priorities for MRO equipment and supplies of all kinds. But order does not pin priority on repair parts for homes or home equipment, including TV-radio.

New regulation is similar to -- but more limited than -- system urged in January by mobilization committee of Chicago's Assn. of Electronic Parts & Equipment Mfrs. (Vol. 7:5-6). Committee Feb. 28 applauded NPA action which it said "goes a long way toward alleviating what threatened to be a dangerous bottleneck in maintenance and repair of communications equipment, radio and TV..."

Application of order to home TV-radio was urged by committee, whose chairman, Talk-A-Phone Co. president Arie Liberman, asked "adoption of specific interpretations necessary to insure that home, auto and amateur radio and TV receivers and intercommunications equipment can serve designed functions of entertainment, dissemination of news and communications as an indestructible link in a national network of civilian defense."

It appears probable that order soon will be extended to apply to "ham" radio operators -- whose service to nation in time of distress is well known -- but it will take considerably more selling to convince NPA that no American home is com-

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MAR

plete without an A-1 priority to keep the family TV or radio set working.

MRO priorities are equal to all other priorities, including those used by armed services for military equipment.

Priority for MRO supplies is known as "DO-97." To use this priority, purchaser merely writes on his order for equipment: "DO-97, certified under NPA Regulation 4." He needn't notify NPA, but is required to keep records of DO purchases.

Priority is "extendible", in that supplier who fills order may use same priority to replenish his stock of the items ordered; manufacturer may use it to procure materials to make more of same type products.

No firm is permitted to issue these priority ratings in any quarter in excess of its average quarterly dollar purchases for such supplies in 1950 or the fiscal year ending nearest to Dec. 31, 1950. If an establishment needs more than that amount of MRO supplies, it must get NPA's permission. Firms spending less than $1000 for MRO supplies in any quarter may disregard quota restrictions.

Nobody is required to use priorities to obtain MRO supplies. But once an establishment takes advantage of the new rating to get any of this equipment, total acquisition of MRO supplies -- both rated and unrated -- becomes subject to quarterly limitations.

During remainder of first quarter, establishments are permitted to use ratings to buy up to one-half their quarterly quota. For additional details on this important order, obtain copy of NPA Regulation 4 and "Questions and Answers Regarding Regulation 4" from National Production Authority, Washington 25, D.C., or from nearest Commerce Dept. field office.

COY SOUGHT FOR NAB-TV POST: It's a big job the telecasters have cut out for head of their newly authorized TV division within NAB (soon to be renamed National Assn. of Radio & Television Broadcasters) -- and this week they undertook (1) to inquire whether FCC chairman Wayne Coy might consider taking the $35,000 post, and (2) to sign up as many of the 107 stations and 4 networks as they can for membership.

Coy is due back in Washington in about week, is being sounded out over week end (while in New Orleans attending CBS affiliates advisory board meeting) by chairman George Storer of committee authorized to make appointment (Vol. 7:8). Should he accept, his FCC post may go to Neville Miller, onetime Louisville mayor, ex-NAB president, now Washington attorney, who is particularly close to Vice President Barkley and who recently came into a large inheritance, making it possible for him to accept. Others mentioned for FCC chairmanship are Comr. Frieda Hennock, backed by Democratic women's boss India Edwards; Don Fink, editor of Electronics Magazine.

Should Coy be amenable to offer, as against seeking reappointment and a possible Senate fight over confirmation when his term expires next June 30, he would inherit task of handling such tough issues as excess profits tax, proposed 25% excise on TVs, per-program ASCAP licenses, allocations hearings, AT&T rates for TV, films for TV, station costs and rate studies, etc. These are some of subjects on agenda of TV division, which has own board, own dues structure, own budget -- will operate utterly independent of numerically dominant NAB-AM membership.

Opposition may develop because of Coy's stand on color, though telecasters haven't been quite so bitter on that issue as manufacturers who once also considered him for presidency of their association. There's also some fear among broadcasters because of his vote in WBAL "Blue Book" test case, favoring giving that Baltimore station's license to Drew Pearson & Robert Allen. He's known to be mainly interested in TV, convinced radio's big future is in visual medium, has excellent background of radio management and journalism as well as govt. administration and politics.

It's reasonable to believe networks would favor choice -- certainly CBS and perhaps even NBC (whose parent RCA is leading battle against FCC's color edict). Association would necessarily remain neutral on color issue.

Unless he has other plans, undisclosed, Coy would return to heavy FCC agenda with virtually no defense aspects as yet -- an agenda embracing more long hearings on allocations looking to end of freeze; FCC policy on color after Supreme Court

decides; educational channel policy; unpopular hearing on TV program content, etc. To be set up soon will be new Broadcast Bureau, with Harry Plotkin, asst. general counsel, who swings plenty of weight on FCC policy, apparently slated as director.

* * * *

NAB-TV is due to begin operation April 1, with Thad Brown already engaged as counsel and old TBA virtually disbanded this week. Memberships are now being solicited, with most stations expected to join, probably all networks. (NBC pledged its 5 stations this week; CBS & ABC, non-members of NAB, are fairly sure to join.) Of $150,000 initial budget, $100,000 is to be spent entirely on TV projects, $50,000 to go toward NARTB overhead. Dues are highest one-time 5-minute rate or half one-time 15-minute rate monthly.

Quest for new president of over-all NAB setup, to succeed Judge Justin Miller, who becomes chairman (Vol. 7:5), led to definite offer of $45,000 post this week to Carl Haverlin, now president of Broadcast Music Inc. (Vol. 7:6). He has promised answer to NAB committee within week.

WHERE 1950 TV SETS WENT: From the State and county tabulations below, you get a reasonably good idea where the TV receivers made during 1950 went -- although transshipments, sales and swaps as between manufacturers, distributors and dealers may mean that a goodly number didn't always go into homes of these particular areas.

Figures are RTMA's estimates of sales to dealers during year, covering geographical shipments by entire industry. RTMA explains disparity between its 1950 production estimate of 7,463,000 TVs, its factory sales estimate of 7,355,100, and its total shipment figure of 7,068,000 herewith is due to normal lag in distribution from factory to dealer.

Following were TV set shipments last year to 36 States, the District of Columbia and areas unlisted (export & non-TV areas), as estimated by RTMA:

State and County	1950 TV Shipments
ALABAMA	
Jefferson	23,487
ARIZONA	
Maricopa	8,823
CALIFORNIA	
Alameda	47,931
Contra Costa	8,455
Los Angeles	430,394
Orange	19,810
Sacramento	3,215
San Bernardino	14,835
San Diego	41,339
San Francisco	55,274
San Joaquin	4,176
San Mateo	11,670
Santa Clara	16,755
Solano	4,379
CONNECTICUT	
Fairfield	39,129
Hartford	31,988
New Haven	52,925
New London	2,411
DELAWARE	
New Castle	23,479
DISTRICT OF COLUMBIA	95,756
FLORIDA	
Dade	23,737
Duval	10,777
Hillsborough	1,783
Pinellas	35
GEORGIA	
DeKalb	6,385
Fulton	54,422
ILLINOIS	
Cook	473,727
Fulton	661
Knox	1,656
Madison	10,206
McLean	419
Peoria	1,740
Rock Island	8,782
St. Clair	10,752
Tazewell	296
INDIANA	
Delaware	2,889
Lake	30,376
Madison	7,649
Marion	57,962
IOWA	
Clinton	2,194
Polk	11,139
Pottawattamie	3,435
Scott	9,459
KANSAS	
Wyandotte	10,856
KENTUCKY	
Campbell	5,667
Jefferson	38,586
Kenton	12,304
LOUISIANA	
Orleans	33,214
MARYLAND	
Baltimore City	87,824
Baltimore County	32,908
Montgomery	8,954
Prince Georges	2,303
MASSACHUSETTS	
Berkshire	8,109
Bristol	31,885
Essex	52,681
Hampden	8,932
Middlesex	77,167
Norfolk	26,019
Plymouth	11,584
Suffolk	146,894
Worcester	33,811
MICHIGAN	
Calhoun	5,086
Genesee	9,350
Ingham	9,153
Jackson	3,644
Kalamazoo	10,657
Kent	21,862
Macomb	8,943
Muskegon	3,366
Oakland	25,975
Saginaw	2,939
Washtenaw	7,046
Wayne	244,129
MINNESOTA	
Hennepin	55,043
Ramsey	30,221
MISSOURI	
Buchanan	2,583
Jackson	36,997
Madison	1,291
St. Louis	126,912
NEBRASKA	
Douglas	26,868
Lancaster	3,095
NEW JERSEY	
Atlantic	9,519
Bergen	34,673
Camden	21,000
Essex	106,166
Hudson	56,065
Mercer	21,117
Middlesex	21,525
NEW JERSEY—Cont'd	
Monmouth	17,625
Morris	9,412
Passaic	32,463
Union	33,838
NEW MEXICO	
Bernalillo	4,896
NEW YORK	
Albany	21,400
Bronx	45,644
Broome	10,493
Chautauqua	5,983
Erie	106,934
Kings	245,553
Monroe	62,012
Nassau	53,549
New York	290,964
Niagara	15,417
Onondaga	45,119
Oneida	20,561
Orange	7,620
Queens	113,975
Rensselaer	18,836
Richmond	11,322
Schenectady	12,789
Westchester	41,630
NORTH CAROLINA	
Alamance	1,953
Cabarrus	1,900
Durham	1,195
Forsythe	2,850
Gaston	3,024
Guilford	5,362
Mecklenburg	8,940
Rowan	1,525
OHIO	
Butler	13,794
Clark	10,195
Cuyahoga	171,228
Franklin	64,282
Hamilton	99,693
Lucas	41,392
Montgomery	57,176
Scioto	1,991
Summit	37,051
OKLAHOMA	
Muskogee	708
Oklahoma	13,995
Tulsa	10,986
OREGON	
Marion	---
Multnomah	2
PENNSYLVANIA	
Allegheny	141,165
Berks	23,390
PENNSYLVANIA—Cont'd	
Beaver	13,074
Blair	4,364
Cambria	13,774
Dauphin	9,990
Delaware	25,969
Erie	22,283
Fayette	9,001
Lackawanna	1,974
Lancaster	17,961
Lebanon	5,624
Lehigh	16,584
Montgomery	26,226
Northampton	12,025
Philadelphia	247,834
Washington	11,107
Westmoreland	18,823
York	14,758
RHODE ISLAND	
Providence	60,426
SOUTH CAROLINA	
York	1,258
TENNESSEE	
Davidson	14,053
Shelby	33,042
TEXAS	
Bexar	22,961
Dallas	44,177
Galveston	1,639
Harris	38,464
Tarrant	22,180
UTAH	
Salt Lake	20,758
Weber	437
VIRGINIA	
Arlington	10,103
Henrico	19,266
Norfolk	25,522
Pittsylvania	523
Warwick	4,257
WASHINGTON	
Clarke	966
King	24,309
Pierce	6,410
WEST VIRGINIA	
Cabell	9,143
Kanawha	3,369
WISCONSIN	
Milwaukee	83,111
Sub-Total	6,061,222
AREAS UNLISTED	1,006,778
GRAND TOTAL	7,068,000

Station Accounts: Pittsburgh's Duquesne Brewing Co. this week began first elaborate live programs from new studios of WDTV, bringing Kyle McDonald to town for show's Feb. 28 debut. Sponsor will rotate 4 different musical shows per month, Wed. 8-8:30, catering to all tastes—symphony, popular orchestra with chorus, hillbilly band, variety—placed thru Walker & Downing . . . WDTV also signed big Kaufmann's dept. store for *Something New*, merchandising film, Thu. 1-1:15 . . . More and more beer sponsors turning to TV, latest reported being Jacob Ruppert, New York, for its new Knickerbocker Beer, thru Biow; Piel's, New York, thru Kenyon & Eckhardt; Rheingold, New York, thru Foote, Cone & Belding; Adam Scheidt, Philadelphia, thru Ward Wheelock; Maier, Los Angeles, for its Brew 102, thru Biow, L. A.; Jacob Schmidt, Minneapolis, thru Olmsted & Foley Adv. . . . Knickerbocker Textile Corp., thru Sterling Adv., New York, will use TV with other media in early fall campaign tying in with motion picture *Quo Vadis*, featuring textile designs based on movie's Roman background . . . Sinclair Refining Co. (anti-rust gas) starting extensive spring campaign, including TV, thru Morey, Humm & Johnstone, N. Y. . . . Eversharp begins new campaign this month with TV included, thru Biow Co., N. Y. . . . Among other advertisers currently reported using or preparing to use TV: Welch Grape Juice Co. (sweet wine), thru Al Paul Lefton Co., Philadelphia; Rushmore Paper Mills Inc. (Vanity Fair cleansing tissues), thru Paris & Peart, N. Y. (WCBS-TV); National Carbon Co. (Eveready batteries), thru Wm. Esty Co., N. Y. (WTMJ-TV); C. H. Runciman Co. (Hallmark beans), thru Goodkind, Joice & Morgan, Chicago (WTMJ-TV); Allen B. Wrisley Distributing Co. (Wrisley soap), thru Earle Ludgin & Co., Chicago (WABD); D. Goldenberg Inc. (peanut chews), thru Clements Co., Phildelphia (WPTZ); Hathaway Mfg. Co. (curtains), thru Abbott Kimball Co., N. Y. (WCAU-TV); Wm. S. Scull Co. (Boscul coffee), thru Lewis & Gilman, Philadelphia (WPTZ); Best Foods Inc. (Nucoa margarine), thru Benton & Bowles, N. Y. (KTLA); O-Cel-O Inc. (cellulose sponge products), thru Comstock Duffes & Co., Buffalo (WPTZ); Hudnut Sales Co. (hair coloring), thru Dancer-Fitzgerald-Sample, N. Y.; J. L. Prescott Co. (shoe polish), thru Monroe F. Dreher, N. Y. (WCAU-TV); Sundial Branch, International Shoe Co., thru Hoag & Provandie, Boston (WCAU-TV); Kaye-Halbert Corp. (TV sets), thru Calkins & Holden, Carlock, McClinton & Smith, Los Angeles; Walt Disney Productions (*Alice in Wonderland* movie), thru C. J. LaRoche & Co., N. Y.

Program costs are up 33⅓% over last year, *Ross Reports on Programming* states in 17-page program cost study dated Feb. 1. Average cost of hour drama has gone from $15,000 to $25,000; hour comedy-variety show, from $15,000 to $45-50,000; half-hour situation comedy, from $7500 to $10,000; quarter-hour childrens' show, from $750 to $1000. Ross lists 3 major reasons for jump in costs: (1) More lavish productions. (2) Use of name performers and more costly properties. (3) Higher union scales.

Advertisers' attitude toward radio rates in TV cities will be closely watched by broadcasters when Assn. of National Advertisers meets March 28-30 in Hot Springs, Va. ANA last year sparked unsuccessful drive to cut radio rates because of TV's impact on listening (Vol. 6:29-31, 39). NBC burned its fingers on same proposal last December, dropped it month later (Vol. 6:50, 7:1).

March 1 sets-in-use reported since NBC Research's "census" of Feb. 1 (Vol. 7:8): Washington 244,260, up 10,260; Fort Worth-Dallas 109,264, up 4264; Memphis 79,277, up 4177; Norfolk 61,459, up 5759; Charlotte 61,312, up 4712; Greensboro 57,455, up 7655.

Network Accounts: CBS-TV considering moving into morning schedules, offering Steve Allen and other features, possibly beginning as early as 10 a.m. . . . General Foods reported buying DuMont's *Captain Video*, Mon.-Fri. 7-7:30, with 7-year contract . . . Wamsutta Mills (textiles & sheets) will sponsor 12:30-1:30 portion of *Easter Parade* on CBS-TV, Sun. March 25, thru McCann-Erickson, N. Y.; Bulova Watch Co. will take 1:30-2 segment, thru Biow Co., N. Y. . . . Colgate-Palmolive-Peet reported readying simulcast of *Strike It Rich* on CBS-TV, Mon.-Fri. 4:30-5, thru Wm. Esty Co., N. Y. . . . Next Bob Hope appearance on Frigidaire's *Comedy Hour* on NBC-TV will be April 8, Sun. 8-9.

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Temporary licenses for 19 FM stations have been handed out by FCC, pending "study" of special services such as transitcasting, storecasting, functional music (Vol. 7:5). About 20 more stations are rendering such services but their licenses haven't yet come up for renewal. Stations on temporary permits: WEAW, Evanston; WWDC-FM, Washington; WSAI-FM, Cincinnati; KBON-FM, Omaha; KCMO-FM, Kansas City; KTNT, Tacoma; KXOK-FM, St. Louis; WEHS, Cicero, Ill.; WGTR, Boston; WHAV-FM, Haverhill, Mass.; WJHP-FM, Jacksonville, WJLB-FM & WLDM, Detroit; WLRD, Miami Beach; WMMW-FM, Meriden, Conn.; WTOA, Trenton; KQV-FM & WKJF, Pittsburgh; KRKD-FM, Los Angeles.

Quadrupled use of FM channels is claim of Multiplex Development Corp., 70 Pine St., New York, (Wm. S. Halstead), in reporting results of field tests to FCC this week. Company says tests of its multiplexing system (via facilities of former WGYN) show that regular FM program can be broadcast uninterrupted while same channel carries another program of AM quality, plus mobile radio service, plus facsimile or teletype. Company's interest is patents and equipment manufacture, has petition to amend FM rules pending before Commission. It reports Navy greatly interested, particularly in facsimile weather map possibilities. It also thinks system may be way off FCC "hook" for FM stations now rendering transit, storecasting or functional music service.

Lamenting failure of FM to grow as anticipated, and saying that "quality of radio reception in most parts of the country has deteriorated greatly in the last 5 years," editorial in Feb. 14 *New York Times* puts blame on manufacturers. It states that "only a few have had the foresight and courage to promote and sell FM sets," but points with pride to increase, from 585,000 to 838,000, of FM sets in New York area during 1950. Editorial concludes: "As the guardian of the public's right to good radio reception, it is time for the FCC to find out whether the opposition to modern FM broadcasting is inspired by selfish motives, and if it is, to do something about it." The *Times* owns WQXR & WQXR-FM.

Extremely valuable engineering tool, engineers say, is new "RF Micropotentiometer" developed by Bureau of Standards' M. C. Selby. Their only reservation is that it may prove "laboratory-bound," i. e., too expensive or delicate for ordinary use. Bureau says device provides "accurate voltages from 1 to 10^5 microvolts without the use of attenuators" up to 1000 mc, should prove particularly useful in measuring receiver sensitivity.

Another "scenery saver": "Scenescope," like "Vistascope" (Vol. 7:8), employs photographs in box in front of camera lens to make actors appear to be moving in scenery difficult or impossible to reproduce in studio. Invented by Frank Caldwell and used on WOR-TV, New York, Scenescope employs several transparencies and number of mirrors, whereas Vistascope uses single photo with cutouts.

Personal Notes: Will Baltin, TBA secy.-treas. since its inception in 1944, resigns as of March 9 to join Screen Gems Inc., subsidiary of Columbia Pictures Corp., as sales mgr. of new film series titled *Disc Jockey Toons* to be made especially to synchronize with playing of standard records . . . Lowry H. Crites, General Mills adv. comptroller and director of media, adds duties of TV-radio program director under adv. v.p. S. C. Gale; Henry Cox, ex-ABC, appointed his aide . . . Bill Hodapp, continuity editor of WAVE, Louisville, becomes director of Teleprograms Inc., New York, newly formed by Alfred P. Sloan Foundation and NBC-TV to produce documentaries . . . George M. Halbert, from Legal Dept., named TV contract negotiator for NBC's TV talent & Procurement Dept. under Carl M. Stanton, mgr. . . . Walter D. Scott, NBC Eastern radio sales mgr., promoted to national radio network sales mgr., and Gordon H. Mills upped from Eastern sales to Midwest radio network sales mgr. . . . Peter Finney promoted to v.p., Erwin, Wasey & Co., in charge of Admiral account . . . Frank E. Mullen, ex-NBC, now residing in Los Angeles, retained as management consultant for *Los Angeles Times*' KTTV, expected to advise on choice of successor to mgr. Harrison Dunham, resigned . . . David Taft, brother of executive v.p. Hulbert Taft Jr., named managing director of WKRC & WKRC-TV, Cincinnati . . . Wm. O. Crampton, ex-WSYR-TV, now production mgr., WAFM-TV, Birmingham . . . Roy Wilson, New York radio producer, appointed program director of WLWC, Columbus, succeeding Tom Gleba, resigned . . . Robert Seal, ex-NBC & KOB-TV, Albuquerque, appointed chief of program operations of KTTV, Los Angeles . . . Edgar Kobak named permanent chairman of BAB . . . Helen Mobberley, prominent in Washington radio circles for many years, has resigned as asst. to gen. mgr. of WWDC to join DuMont's WTTG . . . Ivor Kenway, ex-ABC v.p., now with Grey Adv. Agency, N. Y.

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That sharp observer of the amusement business, *Variety*, in Feb. 28 issue, puts finger on several noteworthy trends: (1) NBC, probably others, finding candy-popcorn sales prospects too valuable to resist, are planning to open up their studios and TV theatres to concessionaires. Famed Radio City Music Hall has capitulated, after having been one of last theatre holdouts. (2) "The radio programming market is going begging. Not even the ratings appear to matter these days, when the average sponsor has become so TV-happy that you can't even give him a radio show for free." Examples of well-rated programs hard to sell are NBC's *Big Show, Nero Wolfe, Sam Spade, Hedda Hopper, Magnificent Montague, Duffy's Tavern* and CBS's *Hear It Now, Songs for Sale.* (3) TV now has more network sponsors than AM, 173 vs. 129, therefore "this diversity of sponsorship means that economic shakeups are less likely to disrupt the TV pattern." *Variety* also points out that 74 of the TV sponsors haven't been in radio for at least 5 years, quotes ABC v.p. Fred Thrower's opinion that this means radio hasn't as much to fear from TV as first thought.

TV quirks & curios: Opportunity for TV "bootleggers" or "wavetrappers," living between TV microwave stations, is visualized in March *Tele-Tech:* "The temptation must be strong for would-be viewers who, while denied TV service through the freeze of the FCC, know that main trunk lines carrying video pass close by them." Magazine sees no great difficulty in building 4000-mc receiver to utilize signals . . . Reason for chilly house of Eben Thompson, Lexington, Mass., turned out to be heat from TV set, which threw oil-burner thermostat out of kilter . . . Experimental stove with a built-in 7-in. TV set, to sell for about $500, was displayed by Western Stove Co. to test buyer reaction at recent Chicago Furniture Mart.

Supreme Court forbids censorship of TV films by States or localities, in refusing Feb. 26 to review decisions of Federal courts in Philadelphia denying State Board of Censors' efforts to preview TV films as it does motion pictures. Courts had held Congress set up FCC to regulate broadcasting and had thus "occupied fully the field of TV regulation." State Board's appeal was opposed jointly by Philadelphia's WPTZ, WFIL-TV, WCAU-TV, Pittsburgh's WDTV, Lancaster's WGAL-TV (Vol. 6:36, 50).

"Invasion of privacy" was charged in St. Louis this week by "betting commissioner" James J. Carroll, who refused to testify before Kefauver Crime Committee as long as KSD-TV's cameras were on. Sen. Kefauver said Carroll would be cited for contempt, starting debate among lawyers and jurists as to whether such telecasts are violation of constitutional rights and whether they're conducive to "quest for truth," even if legal. Detroit stations covered hearings last week, got terrific viewer response, no legal repercussions. Los Angeles' KECA-TV was set to carry them next.

Censorship of TV by FCC was advocated by Rep. Thomas J. Lane (D-Mass.) in Feb. 28 speech on House floor. He accused TV of "abusing the hospitality of American homes with lewd images and suggestive language that . . . excite those who are underage and distress every decent adult." He told of recent criticisms by Archbishop Cushing, of Boston, who warned TV, particularly comedians, to clean up or face concerted action of clergy, and Bishop Wright, of Worcester, who deplored "poor taste of a sexy-voiced and hip-twisting torch singer who belongs in a barn."

House hearing on McFarland Bill to streamline FCC (Vol. 7:4, 6, 8) is likely, now that Interstate & Foreign Commerce Committee is lining up hearings on measures involving various agencies under its jurisdiction. Senate and House committees have been playing ring-around-the-rosy with bill: Former wants House to pass McFarland bill, latter wants Senate to pass FCC-advocated bill to expand Commission's monitoring activities. Senate is willing to pass monitoring bill, but only if "amended" to include McFarland measure. House committee held hearings on McFarland bill last year, but says fresh one is needed because of new members on committee.

Substitute for radiation bill—suggested by Senate Interstate & Foreign Commerce Committee in lieu of military's sweeping measure (Vol. 7:8)—has drawn comment only from NAB so far. NAB agreed in general with Senators' idea—brief amendment to Communications Act Sec. 606(c)—but wanted to make sure that (a) President could close down or take over control of stations and other electromagnetic devices only after issuing proper proclamation, and (b) owners would be assured "just compensation" when stations and devices are either closed down or controlled.

Experimental TV station in Emporium, Pa., is now being sought by Sylvania, which was recently slapped down by courts for illegal transmissions (Vol. 7:5). Company filed application with FCC this week, asking authority to experiment on Channel 7, and on 520-540 & 870-890 mc for purposes of testing tubes and circuits, particularly in fringe areas. Station would operate 84 hours weekly—half test pattern and monoscope, half rebroadcasting signals of WJAC-TV, Johnstown. Powers planned are 42 watts for No. 7, 168 for 520-540 mc, 300 for 870-890 mc.

Series on TV station design, by noted designer Dr. Walter J. Duschinsky, 425 E. 53rd St., New York, is being featured in 4 successive issues of RCA's *Broadcast News.* Illustrated articles develop subject from basic planning to specific application.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Mobilization Report
March 3, 1951

NEW SHORTAGES LOOM, WAR ORDERS FEW: Govt. officially acknowledged this week, for first time, that military orders, under present planning, will require only minor fraction of electronic industry's capacity (Vol. 7:3) -- therefore civilian production must continue indefinitely. Meanwhile, materials outlook continues to worsen.

More than a score of electronic equipment and component manufacturers, summoned hastily by wire, were told in Washington March 1 by Defense Production Administrator Wm. H. Harrison that only small part of nation's vast electronic plant is now required for military production. (For list of those attending, see p. 7.)

Conference was called ostensibly to discuss effect of coming steel-copper-aluminum durable goods limitations (Vol. 7:8). Gen. Harrison said TV-radio industry should be less affected by these restrictions than by shortages of other materials.

Ingenuity and know-how of industry -- as already demonstrated in TV-radio conservation programs -- should keep civilian production going, Gen. Harrison said. But he could give no assurances materials will be available to do the job. He did say DPA and NPA will continue to give the industry sympathetic consideration to help keep plants operating.

Govt. officials painted dismal picture of materials outlook. Cobalt, they hinted, may eventually be cut off entirely from the civilian industry. And they couldn't promise extra copper to substitute for cobalt in speaker magnets.

Tungsten and selenium were singled out for special mention as critical items -- pointing up new shortage problems facing industry later this year.

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First all-out allocation of tungsten supply (Vol. 7:4) -- scheduled to begin this month -- was postponed until April. But tungsten processors and NPA officials this week characterized shortage of that metal as serious.

Far Eastern supplies of tungsten have been cut off. What's worse, there is no known substitute for the metal in vacuum tube and incandescent lamp filaments. Large quantities of tungsten are also used in compounds for sealing broadcast and power tubes. In addition, tungsten is used heavily in making tool steel, carbide and jet plane engines.

So you can expect crisis in electronic tube supply in 3-6 months. Previous tube shortages have been largely due to lack of plant capacity. Most tube makers by now have enlarged their plants, but shortages -- first nickel, then tungsten -- are creeping up. Ever-increasing military and essential civilian demand for tubes (new MRO priorities will be big factor) will leave smaller and smaller amount for original and replacement equipment in home TV-radio sets.

* * * *

Cobalt-copper-selenium shortage will put 3-way squeeze on TV manufacturers. Speaker makers have been allotted 4-5000 lbs. more cobalt this month than last (Vol. 7:5), but their ration is enough for little more than one-third of normal production. With appropriate circuit changes, set manufacturers could use copper-wound electromagnets instead of cobalt-containing alnico speaker magnets -- but 35 lbs. of copper is needed to do the magnetic work of a pound of cobalt.

Some manufacturers are using selenium rectifier voltage-doubler circuits to eliminate power transformers, with resultant large saving of copper and steel. Some of the copper saved is used in electromagnetic speakers, replacing the alnico type. This cobalt-saving method may backfire if selenium shortage becomes severe as more manufacturers turn to voltage-doubler circuits.

New electrostatically-focused picture tubes (Vol. 7:1,3-8), scheduled to be in production next month, will add materially to savings of cobalt. But don't get idea that switching to the new tube will release more cobalt for speaker magnets.

It's far more probable that NPA will progressively tighten TV-radio cobalt allocation -- as industry, through its own conservation program, devises ways to use less and less of the critical metal. Thus, cobalt saved by the industry won't be available for the industry's use. It will go into war materials.

Silver lining in cobalt-copper cloud is possibility of development of new speaker using little or no critical metal. Laboratories are at work on this project. Under active study is capacitance speaker -- variation of ancient capacitance microphone and earphone -- whose major metallic part is sheet of aluminum foil.

Mobilization Notes: Defense Dept. has obligated $23.1 billion in expenditures for first 7 months of fiscal 1951 (July through January). Procurement obligations for so-called hard goods (aircraft, ships, ammunition, electronics-communications) amounted to $14.1 billion, although additional electronics-communications are obviously included in additional $800,000,000 for military construction and facilities expansion. Remaining $8.2 billion went for clothing, subsistence, pay, research & development, etc.

Industry-wide conservation program will be sparked by RTMA. President Robert C. Sprague March 2 asked all member companies to cooperate in materials-saving plan, and announced industry's engineers will meet soon under direction of RTMA Engineering Dept. director Dr. W. R. G. Baker to implement program. Such a program, Sprague wrote RTMA members, will enable industry "to obtain the materials it needs to keep production of TV-radio sets at a healthy level," thereby assuring "that a vigorous and efficient industry will be in existence against the day when all-out production for war may be needed."

Mobilization Personals: Arthur S. Hawthorn, ex-RCA fabricated products sales mgr. and production expert, named special asst. to W. W. Watts, RCA v.p. on leave, Assistant to DPA Administrator . . . **Eric D. Bovet**, statistical expert, ex-Navy authority on production and procurement scheduling, author Bureau of Ships booklet, *Standardization of Electronic Equipment*, named to staff of NPA Electronic Products Div.

* * * *

Among unclassified military contracts for electronics and related equipment ($100,000 or more) announced by Commerce Dept. for 2 weeks ended Feb. 28: Through Signal Corps, Philadelphia—Federal Telephone & Radio, $1,252,992, electron tubes; Johnson Service Co., Milwaukee, $572,400, radiosonde modulators (40,000 units); Eastern Co., Cambridge, Mass., $100,000, public address sets (225); Wilcox Electric Co., Kansas City, $100,000, amplifiers (51). Through Air Materiel Command, Dayton—GE, $365,750, radio components. Through Navy Aviation, Philadelphia—Hazeltine, $112,700, attenuator and modulator load, and 100 absorbing screens. RCA was awarded $272,700 in contracts—$197,700 for tubes through Navy Electronic Supply Office, Great Lakes, Ill., $50,000 for 50 search receivers through Signal Corps and $25,000 for tube development work through Navy Bureau of Ships, Washington. Rudolph Wurlitzer Co. announced March 1 that it has been awarded more than $5,000,000 in defense contracts through Signal Corps and Army Quartermaster Dept.

"Civil Defender" is name GE gives new receiver (30-50 mc & 152-174 mc) designed for police, fire departments, power companies, etc., to pick up broadcasts from local civilian defense headquarters. Through use of special tone, operator at headquarters can activate selected groups of receivers, if desired.

Subcontracting exhibits similar to Air Force's New York display (Vol. 7:7-8) will be sponsored by Army Ordnance Dept. at its 14 district offices throughout nation. Date not yet set.

Electronics industry representatives who attended March 1 meeting called by NPA Administrator Manly Fleischmann (see p. 6) probably will be nucleus of new Electronic Industry Advisory Committee. End product manufacturers present included: Richard Graver & Frank Uriell, Admiral; Frank Hughes & W. A. Blees, Crosley; H. C. Roemer, Federal Telephone & Radio; Ray Durst, Hallicrafters; Howard C. Briggs, Hoffman; J. B. Elliott, RCA; Ray C. Ellis, Raytheon; Franklin Lamb, Tele King; W. V. Bennett, Wells-Gardner; Fred Lack, Western Electric. Among electronic component manufacturers present: W. E. Wilson, Acme Electric; A. D. Plamondon Jr., Indiana Steel Products; H. A. Ehle, International Resistance; R. F. Sparrow, Mallory; A. P. Hirsch, Micamold; L. F. Muter, The Muter Co.; Sarkes Tarzian, Sarkes Tarzian; R. S. Sprague, Sprague Electric Co.; Al Delighter, Standard Transformer; Max Balcom, Sylvania; H. L. Oleson, Weston Instrument.

Theatre TV was demonstrated to military and civilian govt. officials in Washington Feb. 26-28 by General Precision Laboratory. Film-using system is semi-portable and company officials think military may be interested in the equipment for troop entertainment as well as for training and direct military applications. Compact cameras are made to GPL specifications by Pye Ltd., Cambridge, England (Vol. 6:15). Military recently viewed 2 other TV demonstrations: Philco's "conservation" set (Vol. 7:7) and CBS-Remington-Rand color show (Vol. 7:5). Paramount reports that military has recently inspected both its tri-color tube (Vol. 6:18-36) and big-screen theatre TV equipment. Paramount says that tri-color tube is now in pilot production at Machlett; that sizes ranging from 12½-in. to 20-in. have been made; that CBS has seen it, but that Paramount isn't selling any.

"Planned compliance program" was begun this week to determine how well NPA orders are being carried out. Federal Trade Commission will make spot surveys to find out how well orders are understood and followed, with aluminum fabricators scheduled to be first group checked. Individual complaints are being probed by NPA compliance staff, which has agents in Commerce Dept. field offices throughout nation.

Telephone and telegraph industry is reviewing its requirements for strategic materials such as copper, nickel and zinc at NPA's request, so that allowances can be provided for communications equipment in forthcoming controlled materials plan (Vol. 7:3).

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What's new in electronics? Commerce Dept.'s Office of Technical Services supplies some of the answers in *Electronic Equipment Construction—New Objectives, New Techniques and New Components*, 300-page illustrated report prepared by Stanford Research Institute under contract to Office of Naval Research. Copies of the report, PB 101 745, are available for $7 each from OTS, Dept. of Commerce, Washington 25, D. C. Report is reviewed in February *Technical Reports Newsletter*, available free from OTS or from Commerce Dept. field offices.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
March 3, 1951

PRICE (NOT MARGIN) CONTROL FOR TV: TV-radio manufacturers anticipated rollbacks when price controls went into effect -- rollbacks which haven't materialized.

Thus, when TV-radio are included under Ceiling Price Regulation No. 7 (CPR-7), it isn't going to hurt. In fact, the industry should be sitting pretty.

TV-radio will be brought under CPR-7 in week or so. Under Sec. 43 of CPR-7, manufacturers are allowed to establish dollars-and-cents ceiling prices. This means makers of "branded articles" may ask OPS for ceilings on prices, rather than on margins such as CPR-7 applies to soft goods like shirts, dresses, shoes, etc.

Base date for TV-radio will be Jan. 25, which is when over-all freeze on prices became effective (General Ceiling Price Regulation), still applicable to all except soft goods.

Most TV-radio manufacturers raised prices late last fall and in January when new lines were introduced. Therefore, Jan. 25 freeze won't affect them adversely.

New models can be priced on same basis as old. Under Sec. 43, manufacturer must furnish OPS with reasons for suggested price. This can be higher if costs have risen. But margin relationships, percentagewise, must remain same as under former markup practices.

Major purpose of CPR-7 is to keep margins on branded articles at levels prevailing at Jan. 25 cutoff date.

Private-label sets may be priced for retail in 2 ways:

(1) Group of manufacturers making same "name" item for individual merchandiser can get together, under Sec. 43, and do as manufacturers of brand names do.

(2) Retailer can follow procedures covering soft goods set up in CPR-7. This involves individual retailer calculating his Feb. 24 markup percentage, that being base date for soft goods.

Essence of OPS philosophy is to hold same markups or pricing structures as before -- as bulwark against inflation. This doesn't preclude higher prices, for allowances will be made for increased costs (as was done this week for autos).

By same token, prices could be rolled back to pre-Korea levels -- in OPS discretion -- if it's found markups have been increased without justification. But that won't happen for some time. OPS must study many individual industries and their current practices, compare their margins with pre-June 1950, then decide whether they're out of line.

According to Michael V. DiSalle, price stabilization director, CPR-7 is intended to "take prices out of refrigerator [the Jan. 25 price freeze], take a good look at them, then put them in the deep freeze -- and keep them there."

* * * *

Lee McCanne, Stromberg-Carlson v.p., is OPS official in charge of TV-radio controls, taking over March 5. He reports to Eugene E. Smallwood, ex-RCA, chief of Houseware & Accessories Branch, Consumer Durables Division. Chief of that division is Harold B. Wess, ex-Macy's & Alexander's, New York, appointed this week.

OUTPUT & STOCKS UP BUT SALES LAG: Continuing high production, lagging retail sales, mounting inventories -- that, in a nutshell, is the current TV trade picture.

Yet nobody seems particularly worried about outlook, except for the well-justified fears among manufacturers that defense orders won't take up eventual slack in civilian production forced by materials cutbacks (see p. 6).

Key manufacturers seem agreed that production will continue at high level until middle of second quarter at least, i.e., mid-May. The "thinning out" is seen through spring and summer, "very thin" in fall -- and, after that, who knows?

Retail trade is described as "quite soft" throughout most of country, with

hypos being applied by way of heavily stepped-up advertising campaigns.

Distributor-dealer buying has been extremely heavy in recent months in anticipation of shortages which haven't materialized -- yet. Result is piled-up inventories, less disposition to take from factories, and "tremendous push" now to dispose of stocks -- in face of normal resistance at income-tax time.

There's plenty of money, nevertheless, to finance the inventories, one of the biggest producers tells us, for nobody believes saturation point is anywhere near -- despite FCC's freeze on new stations, new markets.

"We've been living off the fat for a long time," said another big set maker, referring both to manufacturing and selling, "and we must expect a leveling off. It's too much to hope for, in this economy, to keep running at last year's accelerating pace. We're in for production restrictions anyhow, and as for moving today's inventories we aren't at all worried. TV will always be a healthy business."

Another top producer admitted his production is down 20% from last-quarter 1950 (yet 25% ahead of first quarter 1950). He thought gradual drop in whole industry's output will be evident during next 60 days. He particularly noted "very strong demand for radios of all kinds" which he attributed to shortages last year because so many manufacturers concentrated on TV.

Stores are cutting TV orders, meanwhile, especially consoles and combinations -- many refusing to buy off-brands altogether. Published reports this week that RCA is cutting back higher-priced models as of April 1 are elucidated thus:

Second quarter normally means higher ratio of low-priced to high-priced models. Same goes for third quarter. Best season for high-priced sets is September through December. "We're making as many sets as we can," spokesman said, "and that includes no more cutbacks than normal for second and third quarters." He agreed last half of year "will be rough" but said the industry now faces "job of selling" whereas heretofore things have largely come its way.

* * * *

RTMA production figures continue well up -- 7th week of first quarter (week ending Feb. 16) showing 181,945 TVs, of which 4970 were private brand. This compares with preceding weeks' 154,774, 167,315, 176,860, 188,758, 167,859, 105,699, respectively -- makes total of 1,143,210. It's flying start toward 5,000,000 predicted for all 1951 by Zenith's Henry Bonfig this week.

Radios in 7th week leaped to 353,689 from preceding week's 322,300 -- and total radios to Feb. 16 were 2,233,958. Of Feb. 16 week's radios, 213,833 were home sets, 112,363 auto, 27,493 portables. Week was best since early December.

Average weekly output of TVs for first 7 weeks this year is approximately 164,000, as against average 188,000 for the 13 weeks of fourth quarter 1950; for same periods, radios were 319,000 vs. 333,000.

Trade Personals: David Sarnoff, RCA chairman, guest of honor Feb. 27 at private party in Waldorf-Astoria, with RCA president Frank Folsom as host and top RCA executives attending, on occasion of his 60th birthday. Gen. Sarnoff currently is devoting most of his time to chairmanship of 1951 American Red Cross fund campaign . . . Don G. Mitchell, Sylvania president, named special consultant to Air Force, aiding Undersecretary John A. McCone in electronics procurement . . . Zeus (Zeke) Soucek, onetime president of old Philharmonic Radio Corp., now Washington representative of DuMont, handling govt. contracts . . . Edwin B. Hinck succeeds Maj. Harry Van Rensselaer, recalled to Air Force, as sales mgr., DuMont electronics parts div. . . . M. M. Heymann named sales v.p. Colortone Television Co. Inc., parent company of International Television Corp. (private brands) . . . Jerome L. Strauss named v.p., Lewyt Corp. contract manufacturing div., now heavily into electronics . . . Wm. R. Holt has retired as president of Eureka Television & Tube Corp., will reside in Florida . . . Chester A. Bejma, former Chicago mgr., promoted to Capehart-Farnsworth distribution mgr. . . . John Meck Industries elects 5 v.p.'s: Russell G. Eggo, executive v.p.; B. L. Bethel, purchasing; Charles E. Palmer, production; Lewis G. Woycke, engineering; Charles L. Hubbard, planning . . . Leo Neumann, ex-Triumph Mfg. Co., Chicago, named purchasing director of Kaye-Halbert . . . Bert C. Tievy succeeds Bob Lieberman, resigned to start own business, as asst. to Don Ferraro, president of Jewel Radio . . . F. J. Cooke, ex-Remington Rand, named gen. mgr. of Reeves Soundcraft's colorcraft and magnetic tape div.

Philo Farnsworth, famed TV inventor now with IT&T subsidiary bearing his name, outlined "shape of TV to come" in recent talk to joint IRE-AIEE meeting in Ft. Wayne. He predicted: reversal in picture tube trend from large direct-view to small projections 6-in. long and "15,000 times brighter" than direct-view; camera tubes 100 times as sensitive as present; pictures without visible line structure; television-telephone service; TV stations on shf (around 3000 mc). Regarding projections, he said: "As tubes approach their potential performance, projection TV will come into its own and may relegate direct-view tubes to scientific museums."

Topics & Trends of TV Trade: Somebody's missing good bet in not piling more low-priced TV receivers into the free (unrestricted) Cuban market—meaning Havana and environs, with 2 telecasting stations already serving population area of well over 1,000,000 and several more outlets due to be erected this year (see p. 12).

TV has made big hit in Cuba's capital, now enjoying sugar boom, but trouble is there's very small middle class. Upper classes are doing most buying of plentifully-supplied large sets and combinations. More poorer people could be sold on time-payment plans, but they simply cannot afford kind of payments required on higher-priced units. There are no credit limitations.

TVs retail at nearly twice as much as in U. S.—what with 20% duties, export fees, shipment costs, etc. Wholesaler pays just about 50% more for receivers than his American opposite number, and prices posted in Havana shops indicate cost to public very nearly 100% more than in U. S. A 14-in. table model, for example, retails at about $450, including installation and year's guarantee.

Dealer markups generally are 30%, but there's plenty of price-cutting. Distributors of old-line products, usually family businesses dating back many years, do own banking. Dealers are mostly exclusive, with distributors having some retail shops of their own. Uniformly, they say they're eager to crack low-price market but simply can't get enough table models. They all forsee big TV boom in Cuba, especially when third and fourth stations get going this year and satellite outlets parallel AM networks.

Leading brands thus far seem to be Philco, RCA and Zenith, with Admiral lately beginning to push them hard. Other brands shown in January import records are Arvin, DuMont, Emerson, GE, Hallicrafters, Midwest, Motorola, Philips (of Holland), Stewart-Warner. It's estimated 12,000 TVs are in use, import figures totaling 10,210 sets for October (when first station went on air) through January. February imports continued good, and quite a few sets are said to be "bootlegged" into the country.

* * * *

New sets: Stromberg-Carlson has 24-in. console with AM-FM-phono (Stancliffe) at $975 (tube and parts warranty $15 extra) . . . Air King has new Model 17M2, 17-in. blonde metal table at $259.95, $20 more than same mahogany metal set (Vol. 7:2) . . . Canadian GE has 17-in. walnut table at $459.50; compares with U. S. mahogany table at $289.95 . . . Bendix has several new models on tap for release at Chicago Furniture Mart in June, will disclose them to its TV steering committee of sales and field men in Baltimore March 16 . . . Stewart-Warner showed new 17 & 20-in. sets to district sales managers this week; they will be released after April 1 . . . Zenith reported showing several new sets with rectangular tubes to distributors at regional meetings.

Trade Miscellany: When Army begins filling up training centers, says *Radio & Television Retailing*, watch for heavy demand for TVs and phono records for recreation centers; also, watch for rush of soldiers to buy portable radios . . . Mahogany Assn. reports TV industry second only to furniture industry as consumer of that wood . . . RCA Victor Distributing Corp., Chicago, parent-owned, as hedge against possible curtailments in TV-radio, adding to appliance line by taking on American Stove Co. space heaters . . . Motorola first-half 1950 ad plans contemplate rate $1,000,000 higher than same period last year, using nearly all media; during 1950, about $15,000,000 was spent on national and local advertising . . . Philco president Wm. Balderston subject of biographical sketch in "Business and Finance Leaders" column of Feb. 28 *New York Herald Tribune*.

Govt. orders reported in 1950 by RTMA members, obviously incomplete, presumably for security reasons, totaled $298,381,350 with this breakdown: radar $180,139,104, communications $94,508,589, sonar $11,122,115, laboratory & test equipment $6,421,326, navigational aids $6,178,734, crystals $11,482. Station equipment sales in 1950 (AM & FM only, TV unreported): AM transmitters $1,668,197, FM transmitters $257,889, studio equipment $1,500,146, antennas $242,133, miscellaneous $971,895. Total value of exported station equipment was $1,748,048. Civilian aviation equipment sales billed were $938,058, marine billings $2,628,154.

Magnavox sales for fiscal year ending June 30 could exceed $50,000,000, compared with $31,716,630 last fiscal year, according to president Frank Freimann. Addressing 3-day meeting of district sales managers in Fort Wayne this week, he said loudspeakers are today's most critical component. In all other components, company is in better shape now than 3-5 months ago, he said. Magnavox makes own speakers. "But, even with credit restrictions, excise taxes and every other conceivable obstacle before us today, we are able to sell a console TV receiver right now for less than price of a table model just 2 years ago," Freimann said.

January picture tube sales by RTMA members (for new sets) totaled 580,317, worth $16,272,654, down from December's 686,815. Value of all CR tubes sold in January, including renewal, govt. and export, was $18,981,031. Over 95% of picture tubes were 16-in. and up—16 & 17-in. rectangulars accounting for 67%. Month's receiving tube sales numbered 37,042,303, of which 25,550,275 went into TV or radio, balance into other devices, replacement, export, Govt. December total was 38,326,641.

Vidcraft Television Corp., New York, lists liabilities of $485,482 and assets of $159,096 in schedules filed in Federal district court in New York this week, offering to pay creditors 100% on installments in Chapter XI plan (Vol. 7:7). Liabilities include $367,323 unsecured claims, $71,179 secured, $41,871 taxes, $3798 notes, $1310 wages. Assets include $76,377 stock in trade, $51,590 receivables, $28,162 machinery & fixtures, $1766 autos, $1200 prepaid insurance.

Plant expansions: Crosley has started work on new building at its Richmond, Ind., plant, providing 211,200 sq. ft. of space for military production, to be ready by Oct. 1 . . . Philco has leased 5-story structure, about 2 mi. from its Philadelphia plant, providing 140,000 sq. ft. . . . Insuline Corp. of America has acquired 50,000 sq. ft. factory, its third, in Long Island City, is now equipping it with $100,000 worth of machinery.

"Negative selling" in Springfield, Mo., doesn't discourage customers, despite fact nearest TV station, Kansas City's WDAF-TV, is 148 miles away. So reports *Retailing Daily*, which says dealers assure shoppers they can expect decent reception only 50% or less of the time. Dealers estimate some 500 sets within 30-mi. radius of Springfield, say that people would buy more if they could get better supply of less expensive models.

Another Admiral "spectacular"—this time on Miami bayfront, between MacArthur & Venetian Causeways. It's an electric sign 65-ft. high, 50-ft. wide, uses same skyrocket effect as Chicago display installed last August (Vol. 6:35). Cost of Miami sign is approximately $100,000.

Shortages and likely lack of new models of TV sets, as well as other electrical merchandise, has led Chicago Electrical Assn. to cancel its 1951 National Television & Electrical Living Show.

Western Summer Market will be held at San Francisco Merchandise Mart July 16-20.

Financial & Trade Notes: Admiral earned $18,767,551 on record sales of $230,397,661 during 1950, according to president Ross Siragusa's annual report Feb. 28. Sales were up 106% from 1949 volume of $112,004,251, earnings up 129% from 1949's $8,206,153. Per share earnings for 1950 were $9.73 on 1,928,000 shares outstanding, as against $4.26 on equivalent number of shares in 1949.

Total income was $38,563,506, but Federal, State and Canadian taxes took $19,405,900—more than the final net profit figure. Net worth increased to $32,751,011 from $18,024,048 at same time preceding year. Dividend disbursements were $1,982,000, as against $1,000,000 in 1949, explained by Siragusa as "a conservative dividend policy in 1950 because larger sums were required to finance the more than 100% sales gain achieved, because of the present expansion program and the possibility of acquiring further plant facilities . . . should favorable purchasing opportunities arise."

As for outlook for defense production, Siragusa stated Admiral's military manufacturing potential today approaches $400,000,000 annually (with 8 plants) as compared to $40,000,000 at its 1944 peak (2 plants).

Starting with TV output of 2700 sets daily in 1950, Admiral reached approximately 5000 daily in September, held that rate until year's end, Siragusa stated.

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RCA's biggest business year, 1950, resulted in $586,393,000 gross sales, up 47.6% from 1949's $397,259,000 which was well ahead of 1948's $357,617,000. Net profit after all taxes was $46,250,000 ($3.10 per common share) in 1950 vs. $25,144,000 ($1.58) in 1949 and $24,022,000 ($1.50) in 1948. During 1950, Federal taxes totaled $50,743,000 vs. $16,783,000 in 1949 and $17,049,000 in 1948.

Foregoing is gist of RCA annual report, released this week, which also pridefully points out that dividends totaling $13,857,000 were declared on common stock during 1950, representing $1 per share as against the 50¢ paid in 1949 and 1948—this in addition to $3,153,000 paid on preferred stock. Also noted were total current assets at end of 1950 of $209,959,000, as against $154,831,000 at end of 1949; and net working capital of $130,902,000 as against $96,553,000.

Only phase of RCA operations that failed to show increase was NBC-AM, down about 4%, but NBC as whole, adding in TV, showed $92,373,000 gross revenues as against $72,867,000 in 1949. Biggest revenue makers, largely due to TV, were RCA Victor, RCA Laboratories and RCA International which combined grossed $476,091,000 in 1950 vs. $307,309,000 in 1949.

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Westinghouse reveals its first quarter TV-radio production is 20% below last 1950 quarter, but expects to maintain 60-70% of 1950 TV-radio-appliance volume throughout 1951. Annual report shows over-all sales and earnings at all-time record in 1950: sales $1,019,923,051 vs. $945,699,382 in 1949; net income $77,922,944 ($5.36 a common share) vs. $67,266,555 ($4.95). Consumer goods enjoyed over-all increase in sales of about 50%, major appliances up about 40%, TV-radio up some 30%.

President Gwilym A. Price disclosed that more than 35% of Westinghouse's 1951 production will be for military requirements, but long-range program contemplates doubling facilities for consumer goods production because of expansion in "electrical living." He said present rate of TV-radio output "is possible only because of improvements in chassis design and circuits which have reduced the amount of copper needed for each set." Consumer products v.p. John H. McKibben said there has been no letup in consumer goods sales.

Avco's Crosley Div. sales (TV-radios, refrigerators, ranges) during 1950 were double those of 1949, president Victor Emanuel reveals in annual report showing Avco earnings of $12,635,633 or $1.65 per common share—more than 3 times last year's $4,150,466 (54¢). Avco's record sales in 1950 were $256,966,971 vs. $137,398,554 in 1949, with Crosley believed accounting for more than half of total (Vol. 7:1). Mr. Emanuel verified recent report (Vol. 7:6) that Crosley's 3 Ohio TV stations (WLWT Cincinnati, WLWD Dayton, WLWC Columbus) moved into profit column in recent months. Report noted Avco has "substantial defense contracts," but actual production is months away due to time required for tooling and equipment.

Stromberg-Carlson, in preliminary report to stockholders Feb. 23, shows total sales of $37,672,385 in 1950, up 27% from $29,597,011 for 1949. Net earnings for 1950 were $974,731, or $2.53 per common share after allowing for 10% stock dividend paid Feb. 1, 1951, as against net loss after tax carry-back of $478,056 in 1949. By retaining earnings, working capital was increased $1,039,000. All operations were profitable, notably company's 50-kw AM outlet WHAM and its WHAM-TV "which has operated in the black since March of last year, only 10 months after opening [and] continued steadily to increase its earnings."

Dividends: Admiral, 25¢ payable March 30 to holders March 15; Aerovox, 15¢ payable March 15 to holders March 1; GE, 75¢ payable April 25 to holders March 16 (paid 60¢ in previous quarters plus $1 extra last Dec. 6); Oak Mfg. Co., 35¢ payable March 26 to holders March 9; Canadian GE, $2 payable April 2 to holders March 15; Stewart-Warner, 35¢ payable April 7 to holders April 16; WJR, The Goodwill Station Inc., 10¢ payable March 20 to holders March 13; Sylvania, 50¢ on common, $1 on preferred, payable April 2 to holders March 20; Allied Electric Products, 20¢ on common, 11¼¢ on preferred, payable March 28 to holders March 15; Muter, 15¢ payable March 31 to holders March 15; Raytheon, 60¢ on preferred, payable April 1 to holders March 15.

Aerovox annual report for 1950 shows consolidated net sales of $23,750,000, up 270% from $8,750,000 in 1949. Net income after taxes was $1,753,000, equal to $2.53 per share on 692,906 shares outstanding, vs. $675,000 in 1949, or $2.10 on 312,850 shares then outstanding. Working capital as of Dec. 31, 1950 was $4,437,000. Expansion of TV and additional sales volume of subsidiary Electrical Reactance Corp. were mainly responsible for growth.

Western Electric's 1950 sales were $758,064,000, of which $662,049,000 (87%) were to parent AT&T and its other subsidiaries. This compared with 1949 sales of $858,191,000. Net income for 1950 was $38,646,951, compared with $42,565,511 in 1949.

International Resistance Co. 1950 sales were $11,236,825, up 73% from $6,483,149 in 1949. Earnings in 1950 are reported about $1 on common, as against 39¢ in 1949.

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Heaviest buying gains in any single merchandise classification among New York City dept. stores were shown for TV-radio during their fiscal year ended Jan. 31, 1951, according to *New York Herald Tribune's* Harvey E. Runner. Average increase for all merchandise was 3.3% over preceding fiscal year, but "year's star department" was TV-radio—11 stores surveyed showing these percentage gains: 116, 98, 91, 59, 57, 50, 48, 47, 34, 26 and 26.

Radar will be tested for 9 months in New York harbor to determine its feasibility in transmitting ship positions. During tests, Raytheon and Sperry Gyroscope will furnish and maintain instruments without charge for shore installation on Staten Island. Port of New York Authority authorized $45,000 for the tests.

Telecasting Notes: Havana's third TV station, we learned during visit there last week, will be one backed by U. S. broadcaster-telecaster George B. Storer, and it's promised on air "by end of May." Caribbean Television Co., Storer-financed but headed by Jose Luis Meneses, president of Banco Agricola de Cuba, originally was to get Channel 2, but that went to Telenews Co. (Manuel Alonso), now planning December start. Storer station gets Channel 7 or 11; RCA equipped, it's being built by M. D. Autran, builder of Radio Havana Cuba's 25 kw CMCY . . . Two TV outlets presently operating in Havana, Union Radio's CMUR-TV on Channel 4 and Goar Mestre's CMQ-TV on Channel 6, plan networks via repeaters covering Cuba, while CMKW, Santiago, plans Channel 7 outlet—all depending on financing and availability of equipment . . . Carrying network commercials only, no local or spot (Vol. 6:7), Iowa State College's WOI-TV, Ames (Des Moines) will show income of $75-80,000 for first year of operation ending Feb. 21, according to president Charles E. Friley in *Des Moines Tribune* interview. It cost $175,000 to put station on air, and it's staffed mainly by engineering students . . . Johnstown's WJAC-TV claims some kind of record in fact that 68,125 TVs in service area as of Feb. 1 represents tripling of 22,000 count as of July 1, 1950, when it joined networks . . . Schaeffer Brewing Co. signs 7-year contract for TV-radio rights to Brooklyn Dodgers games, club reported to be getting $3,000,000 for first 5 years, with WOR-TV negotiating to carry them from Ebbets Field . . . WPIX reports programs and spot adjacencies preceding and following Ballantine-sponsored Yankees and Chesterfield-sponsored Giants home games will represent $250,000 in added revenues . . . Detroit's WWJ-TV is expanding its "telecourses" to elementary school level, aiming special Wed. 11-11:30 programs to receivers in classrooms. Station reports 1415 registrations received so far for its Sun. 1-2 college courses originated by U of Michigan (Vol. 7:2) . . . NBC-TV March 5 starts showcasing Detroit poet Edgar Guest in *A Guest in Your Home*, Mon.-thru-Fri. 3:15-3:30; ABC-TV March 6 starts offering *Ozmoe*, puppets worked by gears rather than strings, Tue. & Thu. 5-5:15 . . . WJBK-TV, Detroit, March 1 raises base rate from $1000 to $1100, 1-min. announcements from $190 to $200.

Four applications for TV stations filed this week brought total pending to 385: Eugene P. O'Fallon's KFEL, Denver (MBS), seeking Channel 2, eighth from that city, third seeking that channel; Charleston (S. C.) Post-News & Courier's WTMA (NBC), Channel 2; WUSN, Charleston, S. C. (MBS), Channel 7; South Texas Television Co., Houston, Channel 4, fifth application for city, second for Channel 4. [For further details about these applications, principals, etc., see *TV Addenda 12-H* herewith; for listings of all applicants to date, see *TV Factbook No. 12* with Addenda to date.]

Oscillator radiation of TV and FM receivers, and question of FCC's power to control them (Vol. 7:4), may be implications of court test of Commission's authority to regulate industrial electronic equipment—first such test. Yonkers (N. Y.) Cabinet Co., maker of TV cabinets, was interfering with Coast Guard aeronautical frequency of 7530 kc through use of dielectric heater, failed to suppress radiation when ordered to by FCC. After March 2 oral argument in New York Federal district court, Judge Samuel Kaufman told FCC and cabinet company engineers to work on offending radiator, report to him March 7. Judge said he thought company was acting in good faith.

NBC planning big promotion, starting July 1 and running through rest of year, to commemorate its 25th anniversary, will also make gala occasion of its own fifth annual convention Nov. 28-Dec. 1 in Boca Raton, Fla.

"Judicial review" of FCC color decision is still lacking, despite decision by 3-judge Chicago court (Vol. 6:51). That's a principal argument of latest briefs filed with Supreme Court by RCA and Emerson this week. Says RCA (John T. Cahill, chief counsel): "For all practical purposes, appellants have not been given their day in court." Said Emerson (Judge Simon Rifkind, counsel): "Resolute to unravel the last faded remnant of its authority, the District Court completed its own abdication and its careful frustration of the statutory scheme by shifting to [Supreme Court] the District Court's primary and prescribed responsibility for the judicial review of administrative action." Another major argument is that Supreme Court has never ruled on whether FCC has "authority to rule out color signals which do not interfere with the signals of other broadcasters, which can be received on all existing sets, and which do not hurt anyone." Supreme Court action isn't expected before March 12, possibly April 2 (Court has 2-week recess between). If oral argument is set, it could come week of April 23.

Ban on college football telecasts came under close scrutiny this weekend as National Collegiate Athletic Assn.'s TV Committee looked into possibility of "controlled video projects." Network representatives, invited to committee's Chicago meeting, are believed to have proposed system of televising games outside of area where they are played. Meanwhile, Nebraska and Texas legislatures joined list of those considering resolutions to force televising of games played by state institutions. RTMA enlarged its Sports Committee, named as chairman Joe Elliott, RCA, who was Georgia Tech All-American in early '20s. Other members: A. A. Brandt, GE; L. F. Cramer, DuMont; H. L. Hoffman, Hoffman Radio; John F. Gilligan, Philco; L. C. Truesdell, Zenith; W. H. Kelley, Motorola. And TV manufacturer John Meck sent NCAA his plan for solving problem: College alumni and friends in TV areas would be asked to pay college $10 each year for "TV rights" to their schools' games and to buy complimentary ticket to each game for youngsters, disabled vets, etc.

Precarious position of telecasters, if Congress raises ceiling limitation on taxes, was stated before House Ways & Means Committee Feb. 28 by TV tax committee's John A. Kennedy (WSAZ-TV, Huntington). He objected to Treasury proposal to raise ceiling on what Govt. can collect through both corporation and excess profits taxes from present 62% of corporation's earnings to 70%. His thesis: All telecasters had red-ink balances during base 1946-49 period, therefore they would have to pay top limit of 70%. That would be crippling to many who still owe substantial sums for equipment, construction, etc. Kennedy revealed 16-month-old WSAZ-TV lost $110,-222 for first 12½ months of operation.

GE outlined uhf test program in application filed with FCC this week, asking permission to operate within 480-890 mc at Syracuse. Company proposes to feed 5-kw transmitter into new type of 4-bay helical traveling-wave antenna with estimated gain of 20, giving 100 kw ERP. Program will cover tests of transmitters, antennas, propagation, receivers. General supervisor of program will be J. E. Keister, with H. B. Fancher heading up transmitters, A. D. Haedecke receivers, A. E. Smoll receiving antennas.

Musicians meet in New York and Los Angeles next week to vote on networks' counter-proposals on pay, etc., subject of negotiations last 5 weeks (Vol. 7:5-8). Networks offered 3-year contract with (a) 10% raise in staff salaries, (b) parity for TV and radio, (c) kinescope arrangements continuing, subject to individual agreements with Petrillo. Question of films for TV probably will be left for future (Vol. 7:8).

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NEW ALLOCATION, FREEZE-END ESTIMATES: Release of FCC's long-awaited allocation plan is expected next week. Publicity attending its issuance will undoubtedly give impression freeze is about to be lifted. This isn't so, of course, since many months of laborious hearings and FCC deliberations are yet to come.

Some features of new plan are known, and number of industry recommendations have been recognized. Plan is supposed to include these provisions:

(1) Vhf co-channel spacing of 200 miles, uhf 180 (compared with previous proposal specifying 220 for vhf, 200 for uhf). Adjacent-channel spacing to be around 65-75 miles for vhf, less for uhf. In Gulf area and West Coast, spacing will be somewhat greater wherever possible -- because of greater troposphere trouble.

(2) Vhf power 100 kw, uhf 200 kw, at 500 ft. -- more height "encouraged".

(3) Use of offset-carrier to be required in "tight" areas.

(4) Vhf and uhf to be intermixed -- number of cities to have both.

(5) Uhf not to be totally allocated now, apparently to be allocated on "open end" basis, starting from low end of band.

(6) "Recognition" of standard 41.25 IF in allocating uhf.

* * * *

There's still a lot of cynicism about ending freeze, now 30 months old, some terming it "as academic as color" in light of the mobilization efforts. Yet others point to recent "guns-and-butter-by-1953" prediction of mobilization chief Charles E. Wilson (Vol. 7:8) and see no reason for giving up now.

Applicants continue to order transmitters, in fact, in hopes of getting on air regardless of mobilization picture at time they get FCC go-ahead.

End-of-freeze-guessing thus remains a lively industry pastime -- though no one's public predictions have been worth the proverbial hoot. Nevertheless, here's latest and best information and speculation to be gleaned inside and outside FCC:

(1) Assuming release of allocation plan next week, everyone will have month or so to comment on it as it affects their particular cities.

(2) Hearings on allocations to specific cities then start, possibly in mid-May, running perhaps into fall.

(3) Final decision ending freeze -- late fall or winter.

(4) Applicants then have 60 days to file new requests or amend old.

(5) CPs may then be parceled out, but only in cities where available channels outnumber applicants -- obviously none in the more attractive markets, where applicants inevitably will exceed supply of channels.

First grantees could get on air by end of 1952. But where hearings are required, 6-12 months can be added. In some instances, even more delay may be expected, since stakes are so high that losing applicants may take decisions to court.

Foregoing timetable and trends could be knocked out of whack by any number

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of factors. It's not inconceivable that someone might take allocation itself to court. Even the educators, if disappointed, might do it.

Of course, if Wilson's prediction proves wrong, and receiver production is down to mere trickle or non-existent at freeze's end, there will be no point in building stations in non-TV areas. But present TV cities will be hotter than ever -- if Govt. permits any station construction at that time.

IRE SERVES UP FEAST FOR TV ENGINEERS: This year's IRE convention is loaded with TV -- vhf, uhf, transmitters, receivers, color -- and shapes up as finest yet. Brief sample of papers and exhibits at March 19-22 sessions at New York's Waldorf-Astoria and Grand Central Palace is enough to show why 18,000-plus attendance is expected:

Vhf: Every possible angle -- from "The Empire State Story" (multiple antennas) to "Internal TV Receiver Interference" -- explored by scores of experts.

Uhf: Numerous papers throughout, on transmitters, tubes and receivers, by men from RCA, Machlett, Westinghouse, Sylvania, DuMont, Stanford U.

Color: Two sessions, with host of engineers from DuMont, Philco, Bell Labs, Sylvania, Hazeltine, GE. (Note absence of CBS.)

Exhibits exciting particular interest, in light of high powers to be permitted by FCC's new allocation plan (see page 1), will be Eimac's 20-kw tube for Channels 2-13, GE's ceramic tube giving 1 kw at 900 mc, high-power (20 & 30 kw) amplifiers, high-gain antennas.

These topics are mere hint of agenda, which also includes propagation, microwaves, industrial TV, antenna design, interference, etc.

Keynote of convention is "Advance with Radio-Electronics in the National Emergency" -- main speaker at March 21 banquet to be RTMA chairman Robert Sprague.

COLOR GETS DAY IN SUPREME COURT: RCA and Emerson won skirmish in color litigation this week when U.S. Supreme Court decided to grant oral arguments, to be heard Monday, March 26. Had court ruled in favor of FCC-CBS, simply upholding 2-1 judgment of Chicago court (Vol. 6:51), it would have meant "sudden death" to legal hopes of appellants. Big questions now, aside from what Court will finally decide, are:

(1) When will decision be forthcoming?

(2) What happens to restraining order of lower court, which forbids commercial operation of FCC-approved CBS system and remains in effect "until April 1, 1951, or until terminated by the Supreme Court"?

Decision can come any time after argument and before tentative June 4 adjournment date. Court plans a March 27-April 9 recess, but that doesn't prevent decision from coming out during that period if it's ready.

When Court would lift restraining order, if it decides to, is anyone's guess. But most lawyers think "one-package" decision, covering whole case, will be rendered. This could come as early as April 2.

Court's speed was really unusual. Normally, clerk sets oral argument date, and parties' briefs must be in 3 weeks before hearing. This time, Court itself set date, leaving parties under terrific pressure to prepare briefs in time. And deadline for their submission is still uncertain.

One hour of argument per side is usual Supreme Court procedure, but parties are asking for two, may get it since court actually has rather light calendar and case is fraught with so much human interest.

Court opens at noon; hearing is open to public. Same top-flight counsel -- including John T. Cahill for RCA, former Federal Judge Simon Rifkind for Emerson, former New York State Judge Sam Rosenman for CBS -- are expected to participate. Solicitor General of U.S. (Philip Perlman) decides who shall argue govt. side, may handle this case himself or designate counsel from FCC.

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RCA released tri-color tube manufacturing details in confidential bulletin to its patent licensees this week. Other tube makers didn't seem too excited about it, saying generally that if there's demand for such tubes they'll make them and

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Trade Report
March 10, 1951

'INDUSTRY MUST GO BACK TO SELLING': Bargain sales, liberal trade-in and free-service offers, plenty of price-cutting -- these are the inevitable aftermaths of continued high TV production and mounting inventories while retail sales still lag (Vol. 7:9).

Current advertising splurges throughout the country attest to fact that brand-name as well as lesser known and private-label sets aren't moving very fast. It can't be called "dumping" or "distress-selling" -- yet -- but there's danger.

Dealer trips to Bermuda as prizes are even being revived by at least one distributor, and there are plenty crying calamity. Some local advertising plays up impending production cutbacks, possible price hikes due to further excise taxes, even implies poorer quality sets when conservation-substitution goes into effect.

Calmer heads are counseling more attention to selling, less to production figures, still less to griping.

"I think the entire industry has to go back to selling and pioneering the same as in 1948, with home demonstrations, better programming, etc.," writes one medium-sized manufacturer who is promoting heavily via TV itself -- with shows that "retail salesmen can really talk about to a prospective set buyer."

Business is normal for this time of year, sales manager of another set manufacturer claims. He believes the industry went into 1951 with about 2,000,000 sets in inventory (made 7,500,000, sold 5,500,000). Coupled with continued high rate of production, he thinks this accounts for tremendous current inventories -- many distributors and dealers stocking up for shortages that didn't occur.

John Meck angrily charges that publicity about materials-saving, talk of "emergency sets", is responsible for current retail sales sluggishness. Public is confused, he says, because it gets impression degraded sets are coming on market. "The public thinks that if future sets can actually give improved performance on fewer materials, there must be something wrong with present sets."

* * * *

Production, meanwhile, shows no signs of slackening -- first 1950 quarter's 8th week (ending Feb. 23) resulting in 183,438 TVs, 9th week (ending March 2) climbing to 190,291 TVs or highest for any week this year. [See Vol. 7:9 for each preceding week's RTMA estimate.] Thus, up to March 2, industry turned out 1,516,939 TVs, which is average of very nearly 190,000 per week, annual rate of about 8,800,000.

Radio output also continues big -- totaling 326,606 in 8th week, then leaping to 367,322 in 9th week; latter is highest figure for any week this year, was exceeded only 3 times during boom last-half 1950. That means 2,927,886 total radios in 9 weeks up to March 2, average of more than 325,000 per week.

Of 8th week's TVs, 5085 were for private label; of 9th week's, 8804. Of 8th week's radios, 193,553 were home sets, 105,795 auto, 27,258 portable; of 9th week, 217,800 were home sets, 117,537 auto, 31,985 portable.

MEETING TV SERVICING RESPONSIBILITY: Service segment of TV-radio industry has been taking it on the chin recently -- what with parts and manpower shortages on one hand, not-so-ethical technicians and contractors on the other.

Complaints from public, which provoked proposals for restrictive legislation (including licensing of servicemen) in several States and cities, in last few weeks have induced these activities:

(1) National Better Business Bureau has suggested plan of action.

(2) Manufacturers have stepped up service clinics, repair information data, other aids to servicemen and service companies.

Better Business Bureau plan, worked out last week in Chicago with RTMA service subcommittee (A. T. Alexander, Motorola, chairman), envisages separate activi-

ties by manufacturers, distributors, retailers, service companies. Still to be approved by RTMA board, it calls generally for:

(a) Definite proportion of production for replacement, with strict supervision of supplies through all levels of distribution.

(b) Cessation of practice of shipping sets minus some components or tubes -- widely done by some manufacturers during hectic boom days of last fall. Also, discontinuance by manufacturers of buying hard-to-get components in retail market.

(c) Sale of replacement parts by distributors, retailers and service companies on a "turn-in" basis only.

(d) Improved inventory controls on part of distributors, retailers and service companies -- to overcome "artificial" shortages.

BBB local offices have been advised to check complaints of shortages with local distributors, and, if unsuccessful in overcoming problems, to notify national headquarters. Latter will check with individual manufacturers.

Planned is issuance of RTMA consumer booklet, telling public what to expect -- and what not to expect -- from a TV set. RCA soon will issue compilation of replacement parts with index of alternates when standard components aren't available. This will be made available to all service companies.

* * * *

To help overcome manpower problems, an RTMA-sponsored campaign is being pushed to include TV-radio repair courses in curricula of the nation's vocational schools (Vol. 7:7). RCA Institutes is putting out special TV home study course, and RCA is continuing its highly successful service clinics -- more than 500 of which were held during 1950 with attendance over 350,000. Sylvania started series of TV-radio servicemen's meetings in Baltimore Feb. 13, with more than 300 attending.

Gaining momentum are various bonding programs -- such as Raytheon's, which bonds a qualified service company with American Mutual Liability Co. Bond is for $400, with not more than $200 liability for any single customer. It covers usual 90-day repair guarantee given by most servicemen. NARDA is attacking problem through its Certified TV Installation & Service Plan.

* * * *

That TV servicing problems must be overcome soon, is pointed up in current publicity on subject. In March American Magazine, Victor H. Nyborg, president of Assn. of Better Business Bureaus, calls TV "newest field for the repair quack." Article titled "Quacks of the Electronic Age" states: "Because of its bewildering complications, TV has become one of the lushest fields for racketeers; with the new color devices, it will be lusher."

Trade Personals: Leonard F. Cramer, DuMont v.p., takes on additional duties of head of new govt. liaison dept., handling defense contracts . . . C. M. (Buck) Lewis, chief of broadcast field sales, named mgr. of broadcast-communications sales section, RCA engineering products dept., under gen. sales mgr. A. R. Hopkins, with J. F. O'Brien appointed mgr. of theatre, visual and sound sales . . . Hallicrafters appoints Randolph W. Westerfield, ex-chief purchasing agent, as director of procurement; J. Clifford Mathews, ex-Capehart-Farnsworth, purchasing agent; Robert F. Halligan, ex-Air Force & West Point, chief purchasing expediter; Hector Castellucci, ex-Capehart-Farnsworth, N. Y. expediter . . . Bruce T. DuMont, gen. supt., DuMont Laboratories and brother of president Allen B. DuMont, will be married in April to Miss Bernice Hazel Pellington, of Upper Montclair, N. J. . . . Anthony D'Ambrosio, ex-Tele-tone and Air King, appointed production mgr., Jewel Radio . . . George K. Smith, of Akron, one-time Crosley v.p. & treas., elected to board of Sightmaster . . . Capt. George F. Shecklen, executive v.p., Radiomarine Corp. of America, awarded 1951 Marconi Medal of Achievement . . . RCA Service Co., technical products div., names George F. Sandore, mgr. of sales and merchandise section; Carl E. Johnson, mgr. district operations; Adolph Goodman, mgr. commercial operations; C. L. Swinney, mgr. Atlanta district succeeding Sandore . . . D. W. Gunn promoted to equipment sales mgr., G. V. Bureau, ex-Amperex, becomes govt. sales mgr., Sylvania, reporting to H. P. Gilpin, asst. gen. sales mgr. . . . Belmont-Raytheon technical products div. has named Paul H. Frye mgr., Washington office; Allen Henry, contracts administrator in addition to duties as adv. mgr.; Carl Schmidt, ex-Lear, mgr., Dayton office; W. K. Trukenbrod, ex-Montgomery Ward radio dept. head, regional sales mgr., Chicago area . . . R. O. Bullard, asst. to division mgr. J. M. Lang, appointed manager of tube manufacturing, GE tube divisions . . . John C. Herber named chief broadcast equipment engineer of Standard Electronics Corp., subsidiary of Claude Neon . . . James B. Lindsay elected engineering v.p. of Thomas Electronics Inc.

* * * *

Trade Practice Conference has been called by Federal Trade Commission (date not yet set) to discuss revision of 1939 rules to include TV. RTMA committee, headed by Benjamin Abrams, Emerson, will draw up suggested revisions, submit them to RTMA board for approval. After recommendations go to FTC, it will set date for meeting. Distributors, jobbers, dealers will also be invited.

that it would take many months and plenty of costly tooling up to mass-produce them.

Tricks of manufacturing tube are fascinating. For example, 200,000 holes .009-in. in diameter, .023-in. apart, are etched in .004-in. sheet of copper-nickel alloy by photo-engraving process. Then, an arc light is placed in position of blue gun and aimed through the perforated sheet at Kodalith photographic plate. Plate is developed, producing dots of proper size, properly-placed. This plate is used to make stencil which is in turn used in printing phosphor dots on face-plate of tube.

* * * *

CBS continues its "spot" campaign of color demonstrations, meanwhile, with Boston latest city on itinerary. Jordan Marsh dept. store is featuring one week of closed-circuit shows beginning March 26. Store is planning color as permanent fixture when it gets delivery of equipment from Remington-Rand (Vol. 6:49).

ACTION SOON TO ASSURE REPAIR PARTS: NPA has come up with scheme to lick distressing shortage of replacement parts for home TVs, radios and appliances.

Plan is simple, logical -- requiring, at least for time being, no special orders such as last week's MRO regulation (Vol. 7:9), which gave priorities to business and public establishments (including broadcasting and other types of communications) for maintenance, repair and operating supplies.

NPA's parts program -- as devised by Office of Civilian Requirements (see p. 6) -- involves insertion of clause in each material limitation order, to permit use of extra quantities of material for manufacture of replacement parts. Fabricators and manufacturers generally will be permitted to use materials for replacement parts at 100-150% of rate they used them for same purpose during first-half 1950.

Here's example: Manufacturers of coils are now permitted to use only 80% of the copper wire they used during first-half 1950 base period (Order M-12). To encourage manufacture of replacement coils and other copper products, NPA will soon let users of copper have as much wire as, or even more than, they used for replacement parts during base period.

If this system doesn't work, NPA men say, they'll tackle parts shortage with special order. Incidentally, in announcing limitations on use of steel in consumer goods (Order M-47, see p. 7), NPA took pains to make clear that "no limitation will be placed on use of steel for manufacture of replacement parts" -- in order to "encourage production of parts to assure continued operation of present facilities."

Replacement parts policy follows general recommendations by members of National Electronic Distributors Assn., called to Washington March 5 to form an NPA Electronic Parts Distributors Advisory Committee (list of those attending on p. 8).

Distributors asked NPA to enable parts makers to continue manufacturing at present rate -- plus an additional 50% to maintain existing sets as production of new TV-radios is slowed down by shortages and increased military production.

Five-man distributor task group (p. 8) was named by NPA to study conservation, salvage, simplification and standardization measures and to make further recommendations for repair parts program.

Other developments at distributor-NPA meeting:

(1) Distributors urged Govt. not to establish distribution agency for electronic parts and components. They said their own facilities are adequate -- and if their warehouses and equipment aren't used for defense work, parts distributors may be forced out of business in large numbers as civilian production slackens.

(2) NPA said it has asked State Dept. to slap import quotas on items whose manufacture is restricted in U.S., and to try to sell foreign governments on idea of placing same limitations as U.S. on raw materials. This would prevent foreign parts and components manufacturers from getting foot in door at expense of domestic manufacturers and distributors.

(3) All-out allocation of nickel -- vital in tubes -- is planned, probably beginning May 1. Under this procedure, Govt. would dole out nickel supply individually to each user, as it does now with cobalt.

(4) Practice of selling speakers to TV-radio manufacturers has been discontinued by distributors, who told NPA they are now selling them only for replacement.

Network Accounts: CBS-TV moves into morning network schedules March 26 with *Steve Allen Show*, Mon.-thru-Fri. 11:30-12:30, shifting him from present 7-7:30 p.m. strip . . . NBC-TV getting ready to open up 10 a.m. to 1 p.m. network time with across-the-board strips . . . Brewing Corp. of America (Carling's Red Cap ale) April 7 starts *Carling's Take You to the Races*, telecasts of feature races from Eastern tracks, on NBC-TV, Sat. 4-4:30, thru Benton & Bowles, N. Y. . . . Jacques Kreisler Mfg. Corp. (men's jewelry) March 21 starts *Kreisler's Band Stand TV*, different name band weekly, on ABC-TV, Wed. 8:30-9, thru Hirshon-Garfield Inc., N. Y. . . . Hollywood Candy Co. March 11 begins *Hollywood Junior Circus*, children's variety show, on NBC-TV, alt. Sun. 5:30-6, thru Ruthrauff & Ryan, Chicago; will alternate with Derby Foods' *Magic Slate* . . . Camel Cigarettes March 10 begins sponsorship of 8:30-9 segment of *Jack Carter Show* on NBC-TV, Sat. 8-9, thru Wm. Esty Co., N. Y. . . . Procter & Gamble March 27 begins sponsorship of Tue. & Fri. editions of *Kukla, Fran & Ollie* on NBC-TV, 7-7:30, thru Benton & Bowles, N. Y.; Tue. time was sponsored by Sealtest, Fri. by RCA Victor, which retains Mon. segment while Ford Motor Div. has Wed. & Life Magazine Thu. . . . Simulcasting of second half of ABC's *Ted Mack Family Hour* will end March 11. TV program will remain in Sun. 6-7 time, with 6:30-7 period sponsored on alternate weeks by C. A. Swanson & Sons and General Mills, while new sustaining radio edition goes into Sun. 7:30-8 period . . . Next *Jack Benny Show* on CBS-TV, sponsored by Lucky Strike has been postponed from March 18 to April 1, Sun. 7:30-8, due to star's illness.

Station Accounts: Automotive business, shaky on networks, is also thinning out in spot—due to production curtailments by Washington . . . When Ringling Bros.-Barnum & Bailey Circus takes to road this spring, its advance advertising will go in heavily for TV spots, equalling last year's big radio budget, which won't be curtailed, reports *Billboard* . . . Curtis Candy Co. placing *Happy Felton's Knot-Hole Gang*, boys from sandlots playing with pros, just ahead of Dodgers games on WOR-TV; Braves on WNAC-TV; with plans also for Philadelphia and Chicago, and in Atlanta (WSB-TV), Fort Worth (WBAP-TV), thru C. L. Miller Co., Chicago . . . Boston's WNAC-TV & WBZ-TV, Ballantine sponsoring, will share home games of Braves, also to be carried on WJAR-TV, Providence . . . Snow Crop Marketers, thru Maxon Inc. and Best Foods Inc., thru Benton & Bowles using TV spots in joint campaign to promote use of Snow Crop frozen strawberries & Presto cake flour for strawberry shortcake . . . General Foods, to introduce new Jell-O lemon pudding suitable also for lemon pie, will use TV with other media shortly, thru Young & Rubicam, N. Y. . . . Hearn's Dept. Store April 2 starts *The International Chef* on WPIX, New York, Mon. 1:30-2, thru Furman & Feiner, N. Y. . . . Kiplinger Washington Agency, publishing monthly magazine *Changing Times*, sponsored WPIX *Night Owl Theatre*, movies, for short term, thru Albert Frank-Guenther Law . . . Sears Roebuck sponsoring newscasts on KFI-TV, Los Angeles, just preceding feature films Mon. thru Fri. at 11 a.m. & 2 p.m. . . . Among other advertisers currently reported using or preparing to use TV: Blackstone Corp. (electric washers & ironers), thru Warman & Co., Buffalo (WDTV); Gold Medal Candy Corp. (Bonomo's Turkish Taffy), thru Duane Jones Co., N. Y.; Breyer Ice Cream Co., thru McKee & Albright Inc., Philadelphia (WJZ-TV); Ivano Inc. (Ivalon Miracle sponge), thru Henri, Hurst & McDonald, Chicago; Acme Breweries, thru Foote, Cone & Belding, San Francisco (KTLA); Old Dutch Coffee Co., thru Peck Adv., N. Y. (WJZ-TV); Hachmeister Inc. (Hako asphalt floor tile & Coronet plastic wall tile), thru Walker & Downing, Pittsburgh (WDTV); Eppens Smith & Co. Inc. (Holland House coffee), thru St. George & Keyes, N. Y. (WJZ-TV); Zonite Products Corp., thru Erwin, Wasey & Co., N. Y. (WJZ-TV); Hamm Brewing Co., thru Campbell-Mithun, Minneapolis; Northam Warren Corp. (Cutex nail preparations), thru J. M. Mathes Inc., N. Y. (WJZ-TV); Grand Union Co. (food stores), thru French & Preston, N. Y. (WJZ-TV); National Bakers Service, thru Scheck Adv., Newark (WJZ-TV); Anthracite Institute, thru J. Walter Thompson, N. Y. (WPIX); R. B. Semler Inc. (Kreml hair preparations), thru Erwin, Wasey & Co., N. Y. (WPIX); Halldon Co. (Ocubelle eye-care kit), New York, thru Grant Adv., N. Y.; American Stove Co., thru Krupnick & Associates, St. Louis; Modern Food Process Co. (Thrivo pet food), thru Lavenson Bureau of Advertising, Philadelphia; Pizza-Fro Corp. (frozen pizza pies), thru Presba, Fellers & Presba, Chicago; Tappan Stove Co. (gas ranges), thru Griswold-Eshleman Co., Cleveland; Planter's Nut & Chocolate Co. (salted peanuts & cooking oil), thru Goodkind, Joice & Morgan, Chicago.

Personal Notes: John I. (Bud) Edwards, ABC western div. program director, has resigned to become adv. mgr. of Maier Brewing Co., Dresser Dahlstead promoted to his post . . . Colin M. Selph has resigned as sales v.p. of KPIX, San Francisco . . . Blayne Butcher, recently with KTTV, Los Angeles, joins Cecil & Presbrey Inc., N. Y. . . . Robert Oakley, Hollywood packager, named KTTV director of program development . . . Norman Heyne, TV-radio director, Ruthrauff & Ryan, Chicago, named v.p. . . . E. C. Page, Washington consulting engineer, returned last week from trip to Europe and Far East in connection with Voice of America broadcast installations.

"What to do about FM?" seems to be animating FCC and Sen. Johnson lately, but FM operators complain that every recent FCC move has hindered rather than helped. Commission received strong answers, particularly from Marshall Field's WFMF, Chicago, to its letters questioning legality of functional music operation (Vol. 7:5). If FCC goes through with clampdown, court test is expected. Meanwhile, transit and storecast operators fear ax.

Even as 2 FM pioneers surrendered licenses—Everett Dillard's KOZY, Kansas City, and International Ladies Garment Workers' WVUN, Chattanooga—Commission denied requests of 3 stations to sign off FM same time as their daytime AMs: WAUX-FM, Waukesha, Wis.; WRFD-FM, Worthington, O.; WWOL-FM, Buffalo. Another, WDEM-FM, Providence, was denied requested permission to close down for 6 months. WSAV-FM, Savannah, was turned down on request to operate from 5 to 12 p.m. only.

Sen. Johnson's worries were expressed in letter to *New York Times* March 4, commending its Feb. 14 editorial (Vol. 7:9). He agrees FCC should investigate to determine whether "the opposition to modern FM is inspired by selfish motives." He also wonders whether FM might be encouraged by the inclusion of FM tuners in all TV sets and whether it would be "feasible to authorize the use of TV sound channels for aural broadcasts during the idle [telecasting] periods." FM operators say idea is totally impractical.

Industry confab on FM problems, particularly manufacture of FM sets, comes at March 13 meeting of 3 committees at NAB headquarters. They comprise FM committees of NAB, RTMA and special group headed by station consultant Morris Novik.

NETWORK TV time billings for January jumped to $8,082,876 from $1,901,294 in January 1950 and $6,684,363 in December 1950 (Vol. 7:3)—all exclusive of non-reporting DuMont—according to Publishers Information Bureau. January was highest TV month yet reported by either NBC or CBS. Coincidently, AM network billings went down in January to 16,629,928 from $17,084,896 in January 1950, but were well ahead of the $15,673,016 in December 1950—with CBS continuing to maintain its commanding lead. The PIB January TV-radio figures follow:

NETWORK TV	January 1951	January 1950
NBC	$4,187,222	$1,042,153
CBS	2,613,915	625,072
ABC	1,281,739	234,069
Total	$8,082,876	$1,901,294

NETWORK RADIO	January 1951	January 1950
CBS	$ 6,855,930	$ 6,133,624
NBC	5,215,947	5,733,893
ABC	3,015,164	3,538,491
MBS	1,542,887	1,678,888
Total	$16,629,928	$17,084,896

Reaffirming one-year moratorium on live telecasts of college football, National Collegiate Athletic Assn. TV Committee March 3 took under advisement "experimental telecasting" proposals by RTMA, Phonevision, Skiatron and theatre-TV spokesmen. Meanwhile TV-radio manufacturers and broadcasters prepared to better their relations with organized baseball via promotion campaigns. National Assn. of Professional Baseball Leagues named Memphis public relations counsel Matty Brescia as TV-radio consultant, on recommendation of NAB. RTMA announced baseball promotion program for use by TV-radio manufacturers, distributors and dealers, to "sell baseball and TV—not one at the expense of the other." Subcommittee which prepared program: Dan Halpin, RCA; Fred Lyman, DuMont; V. C. Havens, Crosley.

Charges of "invasion of privacy" by TV cameras during Congressional investigations are set for court test, now that Kefauver Crime Committee has issued contempt citation against St. Louis "betting commissioner" James J. Carroll for his refusal to testify when KSD-TV's cameras were focused on him last week (Vol. 7:9). Telecasts of hearings have been "sellouts" everywhere. Viewing was so widespread in Los Angeles that theatres reported slump in matinee attendance. Next committee session is in New York March 12, WPIX carrying it on pooled basis, other stations cutting in during day. Hearing room in Federal Bldg., Foley Square, is too small to accommodate all of press, so DuMont is placing 19-in. set close by for press overflow.

Columbia Pictures seems to be poised for first actual plunge by a major studio into feature production for TV. Reports following arrival in Hollywood of Ralph Cohn, Screen Gems president, indicate that Columbia subsidiary is readying for half-hour and hour TV features. Heretofore, it has concentrated mostly on commercials. Lending credence to reports are recent personnel appointments: Will Baltin, ex-TBA (Vol. 7:9); John Gilmour, ex-Transfilms; Peter Keane, ex-Sarra.

RCA reduced price of theatre-TV equipment from $25,000 to $15,800, reveals for first time that PT-100 apparatus was in mass production. One reason for cut apparently was Polaroid Co. development of 22½-in. plastic lens for RCA system. Cost is a "small fraction" of similar all-glass unit, Polaroid said. Cut in RCA price came shortly after 20th Century-Fox had bought into Swiss Eidophore system (Vol. 7:7).

That illegal Texas station (Vol. 7:6) was in Madisonville, had been picking up KPRC-TV, Houston, 80-90 miles away, and rebroadcasting between Channels 4 & 5, apparently providing signals that TV sets could use. FCC is expected to announce action in case in week or so.

Financial & Trade Notes: Tung-Sol Lamp Works Inc., Newark, proposes to change name to Tung-Sol Electric Co. at board meeting March 26—the better to reflect scope of its operations, which are heavily in cathode ray and receiving tubes as well as miniature incandescent lamps, headlight lamps and flashers. Company this week reported 1950 sales and earnings best in 25-year history—$29,425,022 sales and $3,058,151 income after all taxes, or $6.61 per share on 445,262 shares outstanding. In 1949, sales were $15,530,969, net profit $867,469, or $2.26 on 322,284 shares of common then outstanding. Preference shares at end of 1950 were 53,494, reduced from 171,628 in 1949. Working capital rose to $6,080,656 from $3,272,235. Proxy statement shows chairman Harvey W. Harper only stockholder with as much as 10%, being beneficial owner of 83,014 common shares (18.6%). President Louis Rieben holds 13,586 shares, drew $31,916 in salary and bonus last year; v.p. Raymond E. Carlson holds 772 shares, drew $29,291 total compensation in 1950.

* * * *

Monarch Radio & Television Corp., 2430 Atlantic Ave., Brooklyn, originally incorporated as National Polytronics Inc., is currently offering 600,000 shares of common stock at 50¢ per share through George J. Martin Co., New York. Authorized capital stock is 2,000,000 shares, par 5¢, of which 800,000 have been issued. President is Vincent S. Acunto, v.p. Julius Rivman, directors Herbert D. Scharf and Lawrence H. Rivman. Martin Co. letter says Monarch is one of largest makers of coin-operated TV and radio receivers.

Arvin Industries Inc. (formerly Noblitt-Sparks) reports 1950 sales of $53,684,137 and earnings after Federal taxes of $3,605,126, or $4.04 on 890,625 shares outstanding—its biggest year and a year marked by opening of new 102,000 sq. ft. factory turning out 23 different TV-radio models. This 1950 record compares with preceding year's $37,128,658 sales, $3,093,843 profit ($3.47 on 593,750 shares outstanding). TVs and radios accounted for 29% of 1950 volume; electrical appliances, auto heaters and metal furniture, 26%; automotive parts, 45%.

Bendix Aviation reports operating income of $67,044,706, net income of $2,578,458 ($1.21 a share) for quarter ended Dec. 31, 1950 vs. $52,379,209 gross and $3,798,919 net ($1.79) for same 1949 quarter. Company's fiscal year ended Sept. 30.

Emerson's 13 weeks ended Feb. 3, 1951 resulted in net profit of $1,518,856 (78¢ a share) compared with $1,225,912 (63¢ on equivalent shares) for comparable period 1950.

Clarostat reports $5,985,240 sales, $407,908 profit in 1950 vs. $2,331,970 sales, $102,113 loss in 1949—losses incurred largely through moving its plant from Brooklyn to Dover, N. H.

Olympic reports $1,370,221 net income ($4.05 per share) for 11 months ended Nov. 30, 1950.

* * * *

Dividends: RCA, 87½¢ on preferred payable April 2 to holders March 12; Collins Radio, 68¾¢ quarterly on preferred payable April 2 to holders March 21; DuMont, 25¢ payable on "A" common payable March 26 to holders March 12; Decca Records raised quarterly dividend from 12½¢ to 17½¢ payable March 30 to holders March 16; Arvin, 50¢ payable March 31 to holders March 19; Trav-Ler, 10¢ payable March 28 to holders March 17; Davega Stores, 35¢ on common payable March 31, 25¢ on convertible preferred payable April 2, both to holders March 19; General Instrument, 20¢ payable May 15 to holders May 1; Corning Glass, 25¢ payable March 31 to holders March 19.

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KEY MOBILIZATION JOB HANDED WEISS: Guardian of the civilian economy -- that's the big assignment Uncle Sam has given Lewis Allen Weiss. As newly-appointed director of NPA's Office of Civilian Requirements, he's the man in Washington who must see that civilian needs aren't neglected when materials pie is divided.

"Lew" Weiss, 58, until recently was $140,000-a-year president of Don Lee Network in Los Angeles, his home. A pioneer broadcast executive, he's former chairman of Mutual Broadcasting System, was a World War I cavalryman, has latterly been a consultant to Hughes Aircraft Co., now heavily in electronics.

OCR isn't a high "policy" agency. It's sleeves-rolled-up working division, and as its chief, Weiss is responsible to NPA director Fleischmann, whose agency in turn carries out policy made by Defense Production Administrator Wm. Harrison.

But Weiss' division is a "watchdog" -- to make sure that mobilization boss Wilson's policy of keeping civilian production high (Vol. 7:8) is carried out. OCR's importance will increase as U.S. swings deeper and deeper into military production and as shortages threaten to pinch on home front.

Officially, OCR is the "claimant agency" to assure "maintenance of goods and services essential to the civilian economy." This means that Weiss' duty is to "speak up" for civilian industries liable to be hurt by proposed materials and distribution orders -- and to battle it out with any other division or agency that proposes actions that might injure the civilian economy.

Already, for example, Weiss has acted to assure adequate supplies of raw materials to producers of baby carriages, flatware, electric ranges and metal furniture. His division listens to businessmen's complaints, then confers with other NPA divisions and officials to nip shortages in the bud.

OCR will keep eye on wholesalers and retailers to see they get even break when NPA clamps distribution curbs on civilian goods. Right now, it's completing survey of what's needed to keep civilian economy at high level of productivity.

It's inevitable that TV-radio manufacturers and distributors will come in contact with OCR. Presently, OCR is working out scheme to keep parts flowing for repair of home TVs, radios and appliances (see p. 3).

Present OCR plans envisage staff of 150 by July 1, with specialists to serve as claimants for all civilian products and services -- including a TV-radio man.

Of interest to TV-radio industry are these OCR officials: Lester P. Doidge, special asst. to the director, in charge of end products, and Nelson Miller, head of parts and components branch.

FEW ELECTRONICS FIRMS GET GOVT. AID: Uncle Sam isn't sold on idea that TV-swollen electronics industry must build new plants for war work (Vol. 7:8).

National Security Resources Board has granted 258 certificates of necessity for rapid tax amortization of new plants and facilities -- but only a dozen of them, mostly for small dollar amounts, have been for electronic and related items.

Defense Production Administration, which Jan. 25 took over job of issuing the certificates, has granted 189 more to unnamed companies -- believed to include very few, if any, electronics firms.

Under amortization program, Govt. pays part or all of cost of new plant by allowing owner to deduct specified percentage of plant's cost from his taxes over 5-year period. The 447 certificates granted to date by NSRB and DPA have provided average amortization of 74%.

Very few certificates have been granted for 100% amortization -- and most of those are for manufacture of items with little or no civilian use. DPA boss Wm. Harrison disclosed this week his agency's amortization grants range from 50-100%.

In revealing handful of electronic firms getting govt. tax amortization aid for expansion, NSRB doesn't disclose percentage of amortization allowed, merely states total cost of expansion. These are the firms:

Raytheon, $2,007,720, for manufacture of magnetron tubes, and $720,000, electronic tubes; Lewyt Corp., $2,894,783, communications equipment; Sylvania, $1,065,000, electronics; Machlett, $555,000, electronic tubes; Radio Receptor Co. (no dollar amount approved at time of listing, but firm applied for $490,000 for electronic equipment); Seeburg, $127,230, radio & radar; Tung-Sol, $60,400, tubes.

Certificates granted for related equipment: Minneapolis-Honeywell, $2,316,-618, electronic aircraft controls; American Lava Co., $712,140, ceramic cores; Allied Control Co., $56,149 and $35,430, relays & coils; Blaw-Knox, $50,900, towers.

Loans, tax amortization, govt.-furnished plants and equipment are responsibility of Maj. Gen. Thomas F. Farrell, ex-Army Engineers, named this week DPA Deputy Administrator for Resources Expansion.

COPPER-ALUMINUM END-USE CURBS VETOED: TV-radio manufacturers will be permitted to use all the copper and aluminum they can get in second quarter. At least that's how things stand at moment with unpredictable National Production Authority.

When NPA issued steel end-product order March 7 (M-47), it revealed it had reversed itself, abandoned plans for copper-aluminum end-product curtailments (Vol. 7:8), announced 2 weeks ago by Administrator Manly Fleischmann.

"Administratively impossible to enforce" -- is an NPA official's explanation of surprising reversal. Original plan, which would have been rough on some TV manufacturers, was to limit durable goods makers in second quarter to 75% of copper, 65% of aluminum they used during average quarter of first-half 1950 base period.

Steel order does apply to TV-radio, however -- limits each manufacturer in second quarter to 80% of steel used in his output during average quarter of first-half 1950 if he makes any of his own parts from iron or steel products (i.e., punching chassis from sheet steel). Manufacturer who buys all his steel-containing parts ready-made is forced by order to hold his total unit output of TV-radios in second quarter to 80% of number he turned out during average quarter in first-half 1950.

So if you're merely an assembler -- not manufacturing any parts which contain iron or steel -- you'll find your unit output limited by Govt. next quarter. Order applies to phonos and record players as well as all types of home receivers and broadcast-band auto receivers.

* * * *

To cover up omission of copper-aluminum curbs, NPA says steel limitation will automatically save copper, aluminum, zinc, rubber, nickel -- because in most "hard goods" industries (i.e., auto, refrigerator), cutback in steel means cutback in total unit output of products.

This isn't true of TV-radio. Amount of steel available here doesn't govern total output. But copper could. That's why plans as originally announced worried some segments of industry. Conservation measures, in many cases, can cut use of steel per receiver much more than required 20% -- thereby not affecting unit output. Far more serious to TV-radio than steel restriction are shortages of copper (wire-coils-transformers), cobalt (speakers), nickel & tungsten (receiving tubes).

As aid to small business, NPA permits manufacturers who used 100 tons of steel or less per base period quarter, to use equal amount during second quarter. Roughly, this dispensation would apply to manufacturers with annual output up to 50,000 TVs and radios. There's no limit on steel for replacement parts (see p. 3).

Copper and aluminum fabricators -- as distinguished from end-product manufacturers -- will remain under limitations during second quarter, as they have been since Jan. 1. This, of course, will continue to be felt by manufacturers in curtailed supply of copper and aluminum products -- especially in case of copper, where permitted use by fabricators has been cut from 80% in March to 75% of base period rate in second quarter (M-12 as amended). Copper wire mill products will still be limited at 80%, however. Aluminum fabricators will continue to be limited to 65% of base period use (M-7 as amended).

Mobilization Notes: Mounting evidence that aircraft firms are going more and more heavily into electronics production (Vol. 7:4) is contained in recent announcements by 2 large airplane manufacturers:

North American Aviation is setting up new electronics division, at Downey, Cal., to design and manufacture electronic equipment and complete guidance control systems for missiles and aircraft made by North American and other companies. L. L. Waite, asst. to president, will head division, Dr. N. E. Edlefsen will be technical director.

Fairchild Engine & Airplane Corp., announcing similar move, revealed it will build $1,750,000 plant for its guided missiles division near Babylon, L. I. to turn out complete electronic missile control systems.

Other recent aero-electronic developments:

All electronic components of new Martin P5M-1 Marlin anti-submarine seaplane—electronically one of the most completely equipped planes ever built—will be produced by subcontractors. Fourth production order, of unstated amount and dollar value, was announced March 7 by Navy. Marlin's "electronic equipment will discover submarines under nearly all conditions during over-water flight," Navy says.

Westinghouse is producing "radar-directed airborne control systems, far more powerful than any ever built before, for aiming and firing guns and rockets," president Gwilym Price told stockholders in annual report (Vol. 7:9).

Gilfillan Bros., Los Angeles, has developed for Air Force new electronic device which can keep track of 3 planes simultaneously from point 5 miles from end of runway. *American Aviation Daily*, authoritative aircraft industry journal, reports Automatic Traffic Control Monitor was developed and delivered in 4 months at total cost less than $12,000, will cost less than $4500 in production quantities.

* * * *

No cobalt at all for civilian use this summer—that's the word from a top NPA official. "It's a sad fact," he said, that "the military program will require all available supplies of cobalt by this summer." He added that big challenge to TV-radio industry is to develop non-critical substitute speaker material by that time (copper, also critical, is only practical substitute now)—to prevent "widespread unemployment which we [the NPA] will be unable to do anything about."

Tight nickel supply—tube manufacturers' biggest worry at moment—was under discussion on at least 2 govt. fronts this week. At Munitions Board Receiving Tube Industry Advisory Committee meeting March 9, tube makers appealed for help in easing nickel situation. Board asked for estimate of requirements for next 90 days, promised to do what it could. Meanwhile, it was learned NPA is planning all-out allocation of nation's nickel supply—probably beginning May 1. Tube makers told Munitions Board of growing shortages of tungsten and plastic. Defense Dept. officials asked manufacturers to tighten up on tube specifications, since military requirements are more exacting than civilian.

Now it's selenium that's due to be short—and just when industry was preparing to use great chunks of it as substitute for copper-consuming transformers in TV sets (Vol. 7:7-8). Because of impending selenium shortages (Vol. 7:9), this RTMA committee has been appointed to investigate problem, meets March 15 in Washington: Darwin C. Brown, RCA, chairman; Walter Bonner, Federal; James Brothers, Philco; R. E. Caron, American Smelting & Refining; Hugo Cohen, Radio Receptor; G. J. Eannarino, Sarkes Tarzian; Eric Lidow, International Rectifier; Glen Ramsey, Fansteel; E. H. Wavering, Motorola.

Mobilization Personals: Frank Langstroth, on leave from Lansdale Tube (Philco), named special consultant to set up organization for study on reliability of electron tubes under Research & Development Board of Joint Chiefs of Staff . . . Mrs. Ethel Gilbert, pre-World War II program-talent sales representative for NBC, appointed director of Office of Industry Advisory Committees, Office of Price Stabilization; she held same post in OPA during World War II days . . . Charles H. Kendall, for 20 months general counsel of National Security Resources Board, named to same post in Defense Production Administration . . . Rufe B. Newman Jr., Florida consulting engineer, appointed director of National Production Authority's Construction Controls Div.; Melvin Cole, on leave from Bethlehem Steel, heads Iron & Steel Div.

Distributor task group set up by NPA to study conservation and repair parts problems (see p. 3): W. D. Jenkins, Richmond, chairman, National Electronic Distributors Assn.; Arthur C. Stallman, Ithaca, N. Y., NEDA president; Hoyt C. Crabtree, Dallas, NEDA secy.; Wm. E. Harrison, New York; Joseph A. DeMambro, Boston. Other members of Electronics Parts Distributors Advisory Committee: Lew Bonn, Minneapolis; Lealis L. Hale, Monroe, La.; Elmer Kinkade, Tampa; Dahl W. Mack, Scranton; John Stern, Philadelphia; R. R. Legg, Los Angeles.

Supply of electronic engineers must be maintained, RTMA president-chairman Sprague wrote Senate & House Armed Forces Committees March 9. He put industry on record as favoring the recommendation of NSRB's Scientific Manpower Advisory Committee to set up Reserve Specialist Training Corps, numbering 75,000 top students per year (mostly science), keep them from military service. Sprague reported electronics industry snapped up entire 50,000 graduates of both 1949 and 1950 classes, is hot on trail of 30,000 due to be graduated in 1951.

NPA Electronic Products Div. has moved to temporary quarters at 801 E St., N. W., Washington. Mailing address remains same: Electronic Products Div., National Production Authority 445, Washington 25, D. C. Routing number, 445, used in addressing mail, helps delivery.

Auto radio antennas made after April 1 can't contain copper, NPA ruled March 9 in amendment to Order M-12. No other TV-radio items are on list.

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Security lid was clamped this week on dollar values and number of units involved in unclassified govt. contracts as listed weekly by Commerce Dept. Following are contracts ($100,000 or more) for electronics and related equipment as listed by Commerce Dept. for 4 days ending March 5, in last synopsis giving dollar value: Through Signal Corps, Philadelphia—Hallicrafters, $1,000,000, radios (66 units), increase in cost of 197 radios in previous contract, 126 radio terminal sets; Collins, $750,000, radios (1917); Wurlitzer, $429,000, converters, mountings; Hoffman, $400,000, radios (1747); Transmitter Equipment Mfg. Co., New York, $200,000, transmitters (126); Federal Telecommunication Laboratories, Nutley, N. J., $196,000, electron tube research and development; General Electronics, Paterson, N. J., $187,200, electron tubes; American Television and Radio, St. Paul, $150,000, increase in unit cost of 3500 power supplies; Harvey-Wells Electronics, Southbridge, Mass., $110,000, RF signal generators (275); Packard-Bell, $100,000, amplifiers (659). Through Navy Bureau of Ships, Washington—DuMont, $200,000, oscilloscopes (300). Through Navy Electronic Supply Office, Great Lakes, Ill.—Sonotone, $215,000, electron tubes (100,000). To receive weekly list of unclassified contracts (without dollar values), write U. S. Commerce Dept. Field Service, Chicago, Ill.

Topics & Trends of TV Trade: Freed Radio Corp. filed petition under Chapter XI of Bankruptcy Act in Federal district court in New York this week, proposing to pay creditors 100% in 12 equal installments to start 6 months after confirmation. About 300 creditors were indicated. Schedules are to be filed by end of month.

Company's present inventory was stated as $923,000. Assets were said to exceed liabilities, arrangement under bankruptcy law being forced mainly by excess inventory and retarded sales. Among reasons given for latter, by company counsel George C. Levin, were uncertainties of color, 10% excise tax, credit restrictions. Company will continue operation, said Mr. Levin; in addition to civilian output, it is working on govt. contracts.

Freed is third and largest manufacturer to file bankruptcy proceedings in recent weeks, others being Vidcraft Television Corp., New York (Vol. 7:7-8) and Richmond Television Corp., Los Angeles (see below). Largest Freed creditors are reported as: Henredon Furniture Industries Inc., approximately $60,000; RCA, $37,000; GE, $40,000; Edwin H. Armstrong, $19,000; Pyramid Electric Co., $15,000; Jensen, $14,000; Standard Coil, $12,000; Trinity Operating Co., $11,000; Sylvania, $8700; Wheeler Insulated Wire Co., $6600.

* * * *

Richmond Television Corp., Los Angeles, lists liabilities of $175,033, and assets of $418,831 in schedules filed in Los Angeles Federal district court, offering to pay creditors in full by interest-bearing notes in 12 equal installments (Vol. 7:7). Liabilities include $108,350 unsecured claims, $39,292 secured, $27,390 taxes. Assets include $239,000 inventories, $92,991 unliquidated claims, $65,000 machinery & equipment, $11,719 bank & other deposits, $6,251 accounts receivable, and right to use name "Natalie Kalmus" in connection with TV sets. In Chapter XI petition, firm listed 163 creditors.

Objections to higher TV-radio excise tax (Vol. 7:5-8) are scheduled to be heard March 15 by House Ways & Means Committee, with these appearances: RTMA, NAB, IUE-CIO, Florida Assn. of Broadcasters, WIOD, Miami. Also slated are Capitol Records, Diamond Power Specialty Corp., Lancaster, O. (industrial TV), and League of New York Theatres. This week, National Committee for Fair Emergency Excise Taxation plumped for national sales tax, ran into strong objections from chairman Rep. Robert L. Doughton (D-N.C.) who said that House would never pass such a measure. Business men's committee included such TV-radio members as Glen McDaniel, RTMA president-elect; J. H. Carmine, Philco; J. W. Craig, Crosley; Ross D. Siragusa, Admiral; F. A. Holme, GE; Robert C. Tait, Stromberg-Carlson.

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"Set of 1950," in terms of greatest production, was a 16 or 17-in. TV-only console, according to statistics compiled by RTMA. Here's breakdown of year's 7,463,800 total: 3,820,060 consoles (252,000 with AM and/or FM), 2,941,560 table models (52,600 with AM and/or FM), 702,180 TV-phono combinations. FM was featured in 756,120 of total.

Breakdown by sizes didn't start until April, but of the 5,858,600 turned out April-December, 4,117,140 were 16 & 17-in., 1,185,610 were 12½ & 14-in., 532,480 were 19-in. and over, 14,820 were 10-in. Only 6620 were 7 & 8½-in., and 1920 were projections.

Of 14,589,900 radios, 4,740,600 were auto, 1,674,700 portable. Home table models numbered 7,294,100, consoles 880,500. FM was included in 793,100 table sets (900 FM-only), 678,800 consoles—making 18% of total home sets.

DuMont's ad splurge on its 30-in. "Royal Sovereign" model, listing at $1795, in March 7 *New York Times* and *Herald Tribune*, brought out huge crowds to see 12-15 samples displayed by dealers, mostly in New York. In fact, police were called out to control mob at Concourse Music store. Ads were in form of full-size screen, spread over 2 pages, with "apology" for inability to get whole screen on pages. DuMont expects to build 300-400 of the big sets, which contain FM & phono-jack, by July 1. After that, production will be stepped up, with supply of materials governing output. Chassis is standard top-of-the-line, modified to handle 24 kv. Tube is 22-in. long, which compares favorably with length of early 19-in.

Novel promotion of DuMont's luxurious $1750 "Westminster Series II"—19-in. TV-AM-FM-phono set with tape recorder and clock—was devised by dealer Milton Rabovsky, Baltimore. Sales talk on tape is unobtrusively switched on by salesman showing set to customer. Tape concludes spiel with "Now, won't you let my salesman explain my services in greater detail?"

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NPA will act to prevent manufacturers from shifting emphasis to high-priced lines, if it gets evidence that shortages are prompting such moves. High official said March 9 NPA "won't hesitate to take allocation action to force each company to devote the same proportion of its output to low and medium-priced lines as it did before the shortages." Joint machinery is being set up by NPA, Defense Production Administration and Economic Stabilization Agency to analyze shortage-induced price problems.

Scott Radio (John Meck) plans new line about June 1, called "Limited Editions," including models listing from $1000 to $2000. Latter price will go on 20-in. combination with which will go guarantee that no other set like it will ever be sold in each city. Present line will be continued, and $2000 number may be most expensive on market.

Westinghouse's new electronic tube division (Vol. 6:51) will be located at Elmira, N. Y.; will have working force of 1000, be contained in one-story factory covering 8 acres of floor space. It's due to begin operating early next fall. Plant will produce tubes for military services, Westinghouse says. If military requirements drop off, plant will manufacture commercial radio and TV transmitting and receiving tubes, as well as industrial and X-ray tubes. E. W. Ritter is mgr. of division.

That unfortunate ad concerning children and TV sets, sponsored pre-Christmas by group of manufacturers (Vol. 6:44-47) is a "closed subject" as far as Federal Trade Commission is concerned. FTC had started investigation, but called it off this week after receiving assurances that it won't happen again from 22 manufacturers. Agency commended manufacturers for stopping ad promptly, reported that several manufacturers said ad hadn't been submitted to them for approval before publication.

January excise tax collections for radio sets, phonographs, components (now including TV) totaled $19,439,774, almost four times December collections of $5,483,963 (Vol. 7:5). January was first month which included complete returns on 10% TV manufacturers' excise tax, put into effect last November. For all 1950, excises for radio industry totaled $52,594,623.

Plant Expansions: Sylvania plans new $1,000,000 plant at North Woburn, Mass., 100,000 sq. ft. factory to employ about 600 . . . GE has purchased about 30 more acres adjacent to its Electronics Park, Syracuse . . . RCA cabinet plant at Pulaski, Va. to spend about $250,000 on 6000-ft. expansion for veneer panel output . . . Standard Coil's new 80,000-sq. ft. plant at 1919 No. Vineburn, Los Angeles, to employ 1200, almost completed.

Telecasting Notes: Hats off to Detroit Television Council, its live-wire president Clarance Hatch Jr. (executive v.p., D. P. Brother & Co.) and *Detroit News'* WWJ-TV for being first to plunge into problem of TV's inevitably big role in civilian defense in event of atomic attack (Vol. 7:7) . . . Big conference March 6 with Washington, State and city brass let Detroit folks in on problem via full-hour telecast (9-10 p.m.), for which WWJ-TV cleared prime time right after Milton Berle . . . Detroit would be main target in event of attack, it was agreed, so TV is natural medium for defense instruction. "As Detroit goes, so may well go the nation," said one defense chief . . . Clarence Hatch, whose agency handles Oldsmobile, took this tack: "Thank God for TV, the most effective means of mass communications yet devised. It's our feeling that TV has been making a lot of enemies, that Ellis' talk out here several months ago [about excessive TV rates; Vol. 7:2] did TV a great disservice, that Washington is becoming ruthless in its attempted limitations on TV [and] the Council is attempting to combat the idea that TV is merely a plaything, a luxury and an entertainment medium" . . . Top level Advertising Council takes up advertising's role in atomic problems as first campaign under newly elected chairman Fairfax Cone, of Foote, Cone & Belding, elected this week to succeed General Mills' Samuel C. Gale . . .KFI-TV, Los Angeles, completes separation from AM-FM, with TV engineering staff now autonomous, headed by Curtis W. Mason (H. L. Blatterman becoming chief engineer for AM-FM) . . . WKY-TV, Oklahoma City, moves into morning schedule Saturdays, starting at 10, plans more forenoon telecasts shortly . . . WPIX, New York, spending $120,000 on new facilities, including new 50x48-ft. studio and control room, in New York News Bldg. . . . *Variety* reports NBC-TV about to sign up Hollywood's big El Capitan Theater . . . Phillies and Athletics home games, daytime only, will be carried on rotation basis by WCAU-TV, WFIL-TV & WPTZ, Atlantic Refining and Ballantine sponsoring; no night games will be telecast . . . Chicago National Bank's *News and What It Means to You*, with Austin Kiplinger as analyst, carried regularly on WGN-TV, originated from new banking quarters March 9, with public invited to opening . . . NBC president Joseph H. McConnell subject of biographical sketch in "Business and Finance Leaders" column in March 5 *New York Herald Tribune;* he was grid star at alma mater Davidson College, coached freshman football at U of Virginia while attending law school . . . Worth reading: "Top TV in Town" in March 17 *Collier's*, recounting how "in Chicago they don't lavish money on costly trappings [but] turn out quiet, casual little shows—and audiences love 'em." Among them: *Kukla, Fran & Ollie, Garroway at Large, Stud's Place, Wayne King Show, Zoo Parade, Don McNeill's TV Club, Al Morgan Show* . . .Los Angeles KTTV, recently severed from CBS-TV, has signed affiliation contract with DuMont.

NAB-TV job is Wayne Coy's, apparently (Vol. 7:9)—that is, if he's willing to take it. That may not be known for several weeks, for the FCC chairman faces enormous pileup of work when he returns to his desk Monday (March 12) from his long vacation. He may also be asked to consider presidency of NAB itself, BMI's Carl Haverlin having definitely declined this week—but he's known to be most interested in TV. Chairman Coy wants to leave govt. service, but it can be presumed he would not do so without first consulting President Truman, who isn't due back from Key West before end of month. Meanwhile, committeemen of autonomous TV board (Vol. 7:8) authorized to make appointment will discuss job with him—last week's proposed meeting with chairman George Storer having failed to materialize due to latter's illness.

ASCAP per-program contracts submitted to TV stations this week are being met with such indignant exclamations as "unreasonable" and "preposterous"—but industry music committee headed by Crosley's Dwight Martin intends to keep trying to negotiate. Meanwhile, stations are asked to keep committee advised about their individual thinking and planning and about court actions taken, if any. Licenses in blank were sent to all stations following failure of music industry committee to get ASCAP to continue negotiations last week (Vol. 7:3,8). Per-program terms call for flat 9½% of published one-time rate for commercial programs and announcements using ASCAP music. It compares with AM commercial rate of 8% of net paid broadcasters by sponsors (after deductions for time and sales charges, etc.). Stations have 30 days to tell ASCAP whether they'll sign or not; another 60 days for further negotiations if they object to terms. If still unsettled, stations can then take pleas to Federal district court in New York, which has power to set rates under recent consent decree.

Musicians' strike on networks, both AM and TV, called for next Wednesday (March 14), is expected in informed circles to be avoided by deal between Petrillo and the network presidents. That's been pattern in past, could be repeated in current AFM impasse (Vol. 7:5-8). Musicians' demands not only concern wages, but involve canned music, networks' refusal to limit use of kinescopes, and their rejection of proposed 5% royalty payments on TV films. Among other union troubles, TV stations in Chicago and Los Angeles were at issue with TVA over local scales and terms. And in New York, NBC's WNBT was off air for hour from 11:30 a.m. March 8 when jurisdictional dispute arose between NABET and Local No. 1 of Technicians & Theatrical Protective Union over which should operate lighting switchboards in studios.

As Binghamton's WNBF-TV was linking into networks March 7, served via microwave from midpoint in Albany-Syracuse relay, 2 applications for new TV outlets in upstate New York were filed with FCC this week. Syracuse's WFBL applied for Channel 10, Utica's WIBX for Channel 3. Also applying this week was *Wichita Eagle's* KFH, Channel 5. Total applications now on file number 388. [For further details about these applicants, principals, etc., see *TV Addenda 12-I* herewith; for listings of all applications to date, see *TV Factbook No. 12* with Addenda to date.]

Indicating strong support for new NAB-TV is fact that, of some 50 stations pledging memberships at recent organization meeting (Vol. 7:3,5), 31 have already signed, including NBC-TV's 5. To meet proposed $150,000 budget, new TV association needs about 75 of the 107 stations. Stations signed: WCAU-TV, WMAR-TV, WJAR-TV, WAFM-TV, WBRC-TV, WOC-TV, WAVE-TV, WHAS-TV, WJAC-TV, WTAR-TV, WTCN-TV, WKZO-TV, WFBM-TV, WSYR-TV, WBAP-TV, KRLD-TV, KPRC-TV, WSAZ-TV, WGAL-TV, WDEL-TV, WNBF-TV, KEYL, KTTV, WTVJ, WBTV, WWJ-TV. The 5 NBC stations: WNBT, WNBW, WNBK, WNBQ, KNBH.

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Alfred I. DuPont Radio Awards for service to national and local community during 1950 were tendered at New York dinner March 10 to WFIL-TV, Philadelphia; WAVZ, daytime AM local in New Haven, Conn.; and John Cameron Swayze, commentator on NBC-TV *Camel Caravan*. Judges: Mrs. Alfred I. DuPont, Jacksonville; Dr. Francis P. Gaines, president, Washington & Lee; Mrs. Hiram C. Houghton, president, National Federation of Women's Clubs; Ben McKelway, editor, *Washington Star;* M. H. Aylesworth, former president of NBC.

MARTIN CODEL'S

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Editor's Note: *News of electronics in the mobilization effort ran so heavy this week that, for convenience sake, we are separating it in a special Electronics Reports section herewith.*

HENNOCK HOLDS UP THE TV ALLOCATION: FCC's new allocation plan hit snag this week -- in shape of Comr. Hennock, who is said to have raised hob with fellow commissioners mainly because of allegedly inadequate channel reservations for educators.

Plan is ready for release (Vol. 7:10), but she said she needed more time to study it, presumably is preparing a blistering minority report inasmuch as it's unlikely she can muster majority to agree to her demand for reservation of flat 25% of all channels, vhf and uhf, for "educators" (Vol. 7:4,5).

Should FCC chairman Wayne Coy resign soon, there seems to be little doubt Comr. Hennock is hell-bent to get chairmanship -- possibly crusading on her record of advocacy of TV channel priorities for educational institutions.

There are "hopes" now of getting plan (called "Third Report") out next week. Said one commissioner: "If there's any holdup from now on, don't blame me. I was ready last week and I'm still ready."

Provisions of plan, in addition to those listed last week (Vol. 7:10), are understood to include:

(1) Quick unfreezing of vhf in territories -- Hawaii is only one with applications to date (Vol. 7:4,5).

(2) Uhf to thaw "soon," whereas vhf must necessarily go through number of additional legal steps (Vol. 7:10).

Again: Don't jump to conclusion that issuance of allocation plan means vhf freeze is over. It's just another step towards freeze end -- an important one, to be sure -- but one of several more to come before freeze can truly be considered over. "Year's end" is still good guess...and no new stations until well into 1952 -- if mobilization doesn't interfere.

TRANSMITTER OUTLOOK—NOW & POST-FREEZE: True meaning of freeze-end -- actual station construction -- when? -- how many? -- remains plenty tough to forecast. But we're glad to report we've put reasonably accurate finger on one extremely important factor -- transmitter availabilities.

Prospects appear surprisingly good, the defense program permitting.

A check among Big 3 transmitter makers -- RCA, GE, DuMont -- all terribly skittish about revealing figures of possible use to competitors -- produces these statistics, which we believe to be close to true figures:

35-40 transmitters built, awaiting end of freeze, some already in hands of applicants, most of balance sold, very few if any left. Of course, some have been exported, and several more will be, mainly to Latin America.

50-70 more planned for completion by early 1952, with orders already being placed for some of these.

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Output of Federal is believed to be quite small, though it, like Raytheon, began making pitch for this lush business (then ranging from $100,000 to $250,000 per station order) just before freeze stopped things.

High-powered amplifiers are planned by all 3 makers -- DuMont 50 kw, GE 30 kw & 20 kw, RCA 20 kw. But production apparently awaits demand, and demand awaits FCC's new engineering standards and allocation plan (see p. 1).

A few applicants have revealed transmitter purchases, but majority is keeping quiet. Purchases have been disclosed by KMBC, Kansas City; WMBD, Peoria; KGW, Portland, Ore.

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Recent surge of transmitter orders, probably working to peak at next week's IRE convention, led one manufacturer to halt sales Feb. 1 to March 15.

Like the others, he was selling to all comers during FCC freeze, glad to get orders. Lately, however, he began to get so many firm orders that he feared older customers, with contracts contingent on grants of CPs, might be left out in cold. Therefore, he held up all sales, asked contingent contract holders whether they wanted to place firm orders before all transmitters were gone. They've "over-subscribed," he reports. Other manufacturers are in about same shape.

Associated equipment, such as cameras, monitors, antennas, etc., are also being snapped up, by existing stations as well as applicants. But such gear isn't considered critical; a station, especially if it gets network hookup, can get on air with transmitter and very little else. Besides, associated equipment can be produced far more quickly than transmitters.

Prospects for new transmitters are dependent on availability of materials and components, of course -- subject to defense priorities. Manufacturers usually build "batch" of transmitters at one time, and "manufacturing cycle" used to be about 6-9 months, pre-Korea. Now, it's 9-12 months or more.

Plans for uhf are naturally more nebulous, depending entirely on demand which develops after issuance of FCC standards. But all transmitter manufacturers -- plus Westinghouse, reportedly, perhaps others -- are hard at work designing units. Achievement of high power is the bugaboo.

KEEP YOUR EYE ON 'COMMUNITY ANTENNAS': Don't kiss off the community antenna idea (Vol. 7:2,7) as a mere flash-in-the-pan novelty -- not yet, at any rate. This "antidote to the freeze" is getting plenty of quiet scrutiny lately -- in addition to all-out promotion by marketer Philco and manufacturer Jerrold Electronics.

It's a "natural" as a TV "market expander," currently very much needed.

Nor can FCC be written out of the picture. It has been querying everyone in the business, with an eye to deciding whether such systems are common carriers and thus subject to Commission regulation. FCC decision, one way or other, could come in matter of weeks.

Principle of system, you'll recall, is simply that of using lofty receiving antenna (atop mountains, buildings, etc.) to pick up distant stations and feed the amplified signals into homes via cable. System may also give uhf an assist, since it can take uhf signals, convert them to vhf -- obviating need for uhf tuner and antenna for each home receiver.

Regardless of system's future, it's certainly intriguing. As one very perceptive distributor says: "It's either going to be one of the biggest deals in TV -- or the biggest bust. I can't decide which. But in any event it will be big."

Whether system burgeons or poops out probably depends basically on answers to these questions:

(1) Will new TV stations, which can service these towns with "free' signals, come on air soon enough to render too risky the necessary heavy investments in community antenna systems?

(2) Are many towns unlikely to get decent telecast signals even after many new stations are on air, thus justifying community installations now?

Only way to get answers to these questions is by guessing when new stations

will get going and by conducting exhaustive engineering surveys of individual towns and the station reception they're likely to get.

Question of equipment shortages, of course, overhangs all estimates. In one small town surveyed, for example, some 300,000 ft. of cable would be needed.

Only Philco and Jerrold are out in the open right now, encouraging installations wherever they can. Jerrold advertising manager Sydney Mass addressed Kiwanis Club in tiny Cuba, N.Y. March 12, attracted audience of about 100 from many towns.

In addition to towns mentioned in our Vol. 7:2, he revealed that there are projects in various stages of development in Cuba, Dansville, Olean, Corning, Wellsville, Bradford (all New York); Omega, Kan.; Manois, Pa. Duluth entrepreneurs are also known to be considering project.

Costs involved, according to Mass, include: $4000 per mile from antenna to first group of homes, $1.50-$2.50 annually for rental of utility poles. Customers pay $100-$125 for installation, $2.50-$3.50 per month for service.

Other companies, bigger but slower than Jerrold, are getting into act. It's known that RCA, for example, has been exploring Pottsville, Pa. in collaboration with local distributor Trans-Video Corp. (Michael Malarkey).

* * * *

What FCC will decide about its role is of course unknown. But common carrier experts outside Commission believe that Communications Act probably could be stretched to cover community antennas -- thus empowering FCC to fix rates, quality of service, etc. Yet, says one lawyer, question is sufficiently "marginal" that Commission could easily decline jurisdiction. This legalist said if he were advising FCC, he'd tell it to leave operations alone for a while, see whether they'll grow and provide service, before starting policing action.

System's promoters hope, at any rate, the Commission won't take this ingenious device for bringing TV to small towns and tie it up in the usual snail's-pace of administrative procedures.

There are other legal problems -- local and state governments, utility commissions, etc. In fact, Panther Valley TV Co., Lansford, Pa. (Vol. 7:2) this week got orders to remove antenna from Summit Hill within 10 days. Town council said company had violated agreement to pay $100 installation tax and 20% tax on revenue. Panther Valley contends tax is illegal, told subscribers service will continue.

RADIO RATES IN TV CITIES HIT AGAIN: Advertisers aren't letting up in their drive to get radio rates lowered in TV cities.

That's obvious deduction from ANA's 22-page April report on "Radio Time Values," to be submitted at March 28-31 Hot Springs, Va. convention.

Report recommends reduction of night-time radio rates in TV cities from as much as 60% in Baltimore, Boston & Philadelphia to as low as 5% in Des Moines, Kansas City, New Orleans & San Antonio. For networks, it calls for NBC cut of 19.2%, CBS cut of 19.4%.

Radio broadcasters knew what was coming -- apparent when broadcasters' spokesman Broadcasting Magazine this week played up CBS study showing radio better value than ever.

ANA tried to get networks to go along in night-time radio cuts last year -- but they wouldn't play (Vol. 6:29-31,39). NBC advocated same thing last December, hurriedly retreated when affiliates howled (Vol. 6:50, 7:1).

* * * *

Here's what latest ANA study purports to show:

(1) Cost-per-thousand listeners on CBS for sponsored night-time programs during Oct.-Nov. 1949 and same period 1950 rose 24.6%. For NBC, it rose 27.7%. This compares with increased cost for March-April 1949 and same period 1950 of 21% for CBS, 18.4% for NBC. Programs all occupied same time spots during periods studied.

(2) Downward trend of radio listening in TV cities is at rate of 1½% per month. Average ratings for sponsored CBS night-time shows dropped 18% between March-

April 1949 and same period 1950, 21% between Oct.-Nov. 1949 and same period 1950. NBC figures were 18% and 24%.

(3) TV's impact affects even most popular radio programs. Lux Radio Theater ratings in 5 TV cities during comparable 1948, 1949, 1950 periods fell as follows: 25.9, 18.1, 10.7. This compares with these rises in 5 non-TV cities: 22.5, 24.7, 23.0. Jack Benny ratings went down in same TV cities as follows: 24.1, 17.7, 12.7; compared with following rise in same non-TV cities: 20.0, 27.6, 29.9.

(4) TV's share of total broadcast audience for 6-11 p.m., Nov.-Dec. 1950 hit incredible top of 70.5% in Philadelphia -- these cities having 50% or more: New York, Baltimore, Providence, Dayton, Detroit, Washington, Chicago, Columbus, Cincinnati, Boston, Buffalo, Toledo, Milwaukee, Cleveland, Los Angeles, Syracuse, Atlanta, Rochester.

* * * *

CBS radio story asserts that average advertiser on its night-time radio network reaches 62% more prospects-per-dollar than magazines, 137% more people than metropolitan newspapers. ANA report states CBS radio reaches 591 people per dollar, compared with 365 for magazines, 249 for newspapers.

NEW PHASE IN THE TV REVOLUTION: An entirely new body of law may be built around the electronic eye that is TV.

For TV can, in effect, crowd millions of spectators into a Congressional hearing room or a courtroom -- indeed, almost any kind of meeting -- as easily as it can show theatrical and sporting events.

Indeed, public trials can be "good theater," as evidenced by smash-hit telecasts of Senate Crime Investigating Committee hearings in every city the "show" has played thus far (see p. 12). Court test is already in prospect over whether a witness can be forced to testify before a TV camera.

When St. Louis "betting commissioner" James J. Carroll recently refused to testify before Senator Kefauver's committee while KSD-TV cameras were focused on him (Vol. 7:9-10), he was charged with contempt of Congress. Sen. Kefauver, himself a lawyer, took position that:

"Television is a recognized medium of public information along with radio and the newspapers."

At New York hearings this week, Frank Costello, reputed king of New York's underworld, objected to telecasts as forcing him "to submit himself as a spectacle," won Senatorial ruling his face should not be shown. So cameraman focused on his nervous hands, his shirtfront, knot in his necktie, etc., while voice of course was carried. And stations that evening carried full views via newsreels.

Costello, too, took a walk out of hearing March 15 -- complaining he was ill, his counsel expostulating against cameras, etc. He may also be cited for contempt, providing still another test case over the TV issue.

Best legal minds are divided on TV's role and rights -- Rep. Clifford Case (R-N.J.) even proposing code of fair procedure for Congressional investigations which would provide "no photographs, moving pictures, television or radio broadcasting...shall be permitted while any witness is testifying."

Among legal questions pointed up by Kefauver probe:

Is traditional principle of open hearings limited by number of persons who can physically be seated in Congressional committee rooms -- or are the people entitled to be present by proxy via the TV eye?

Is presence of TV camera conducive to justice -- or will it, as Washington Post editorialized, "encourage the inquisitors to put on a show instead of calmly seeking information" and tempt some witnesses "to resort to spectacular stunts and colorful charges?"

Does telecasting of such events "make for a better informed citizenry," as New York Herald Tribune claims, or does it place the unfortunate witness on a freak-show platform and brand him as guilty though he may be innocent?

Can a witness be forced "to perform," as Scripps-Howard columnist Robert

Ruark puts it, "as an unpaid actor for private enterprise...for somebody else's personal gain?" After all, he writes, TV is private business for profit.

Is the merciless TV lens -- which spotlights every gesture and grimace, and does the actual viewing for the spectator -- an invader of privacy and a hawker of editorial bias rather than an impartial recorder?

Is TV entitled to same reporting privileges as press, newsreels and radio, which actually do select and edit? Should TV also be given access to courtrooms?

Just as it's revolutionizing radio, the movies, merchandising -- indeed, home life itself -- TV may bring about brand new legal procedures.

LOOK for more color publicity—as March 26 Supreme Court showdown nears (Vol. 7:10), as reporters find news in March 19-22 IRE convention color sessions, as CBS intensifies promotional campaign, and as reports seep out that RCA has achieved important refinements in its system.

Meanwhile, for the long pull—legalities and technicalities aside—industry attitude is probably epitomized by statement in Motorola's annual report released March 14:

"The progress that a color TV system could make at this time is questionable in our judgment because engineering staffs in our industry are, and will be for some time, primarily engaged in essential military work. We . . . believe that color should not be formalized as a system until such time as it can be done electronically. This again involves more engineers and more time. As we see it, no matter which way the [Supreme Court] decision goes, color TV for the public will be several years in the future."

On the other hand, some within FCC seem to rely on this sort of development: Freeze will end and Commission will favor applicants promising to telecast CBS color. These will get on air in new markets. Manufacturers will find existing markets near saturation, turn to new areas where people will insist on color sets.

Such thinking involves some big assumptions—including one to effect that Commission can ignore merits of compatible system. This line of thought also assumes Supreme Court will endorse FCC decision.

* * * *

Lineup for oral argument (Court opens at noon) is as follows: 2 hours per side (instead of usual one), meaning sessions may run into next day. Both sides are furiously writing briefs, will be swapping them right up to day of argument. Solicitor General Philip Perlman plans to handle argument himself, with slight possibility of assistance from staff, perhaps Stanley Silverberg who has done the spade-work—none from FCC. Judge Samuel I. Rosenman will be on tap for CBS, John T. Cahill for RCA, Judge Simon H. Rifkind for Emerson.

Flavor of Emerson's argument is well-illustrated by Judge Rifkind's statement in his brief:

"[FCC decision] may irrevocably congeal the character of TV for generations to come. Once the system contemplated by the order is established, it can no more readily be changed than the gauge of United States railway trackage. A commission possessed of a modicum of respect for the opinion of others, or exhibiting the normal humility of any finite mind which entertains the philosophical question whether it might be wrong, would not obstruct, but would indeed solicit the most careful review of its judgment in order to afford the country the maximum degree of assurance that its decision is free of detectible error . . .

"Congressional policy as reflected in the Administrative Procedure Act and the debates which led to its enactment is designed to put a tight curb upon claims to administrative omniscience rather than to give those claims the free rein sought by the FCC."

Court's decision, which could come as early as April 2 or as late as June 4, would end litigation if it upholds FCC. If RCA and Emerson win, case could be sent back to 3-judge court whence it came (Vol. 6:51) or returned directly to FCC for further consideration.

* * * *

Neither RCA nor CBS will present papers or sit in on color symposia during IRE convention. However, CBS will conduct daily closed-circuit demonstrations, placing camera in booth of Gray Mfg. Co., receivers in booths of Reeves Soundcraft and Rangertone—using Remington-Rand equipment. RCA will display cut-away sample of tri-color tube.

CBS went to town with demonstrations for major advertisers all this week, reaping kudos from them as they observed closed-circuit colorcasts of their products. CBS put out daily press releases with quotes from representatives of companies whose products were shown:

Kroger, General Mills, Colgate-Palmolive-Peet, Canada Dry, Northam Warren (Cutex), Sealtest, Cannon Mills, Bristol-Myers, Pond's, Ballantine, Hudson Pulp & Paper, Manhattan Soap, Bulova Watch, National Biscuit, Standard Brands, Continental Baking, Sterling Drug, Owens-Corning-Fiberglas, Bymart, Alexander Smith & Sons Carpet, C. H. Masland & Sons, Lever Bros., Esso, Wildroot.

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RCA won't give details of latest developments, except to say: "We've made improvements in several directions." But it's said to have done striking work in "sampling", affecting fidelity, registration, resolution, etc. RCA admits other manufacturers are "doing excellent work," but nobody's elaborating. IRE sessions may shed light.

Personal Notes: Broadcasters elected to Advertising Council's board, headed by Fairfax Cone, Foote, Cone & Belding: Niles Trammel, NBC; Frank Stanton, CBS; Mark Woods, ABC; Frank White, MBS; Paul W. Morency, WTIC; Ralph W. Hardy, NAB . . . Garth Montgomery succeeds Wm. Chalmers as TV-radio director and v.p., Kenyon & Eckhardt . . . Lloyd Griffin, partner in Free & Peters Inc., station reps, shifts April 1 from Chicago to New York to direct sales; John A. Cory takes over Chicago office . . . E. D. Johnston, formerly with Caldwell-Rollo law offices, Washington, has joined Roberts & McInnis . . . Dixie B. McKey, ex-Washington consulting engineer who recently joined RCA, appointed field representative for microwave and mobile communications products, Dallas . . . Robert W. Breckner promoted to executive director, Edwin C. Metcalfe to sales service coordinator, KTTV, Los Angeles . . . Jerry Lee, program chief of WOAI, shifted to sales mgr., WOAI-TV; Perry Dickey promoted to program mgr. of both AM-TV outlets, Ed Hyman to production director . . . Morgan Ryan, ex-ABC, has joined Kiesewetter Associates, N. Y. . . . Walton Butterfield resigns as v.p., H. B. Humphrey Co., Boston, to start own New York adv.-public relations firm specializing in TV-radio.

Network Accounts: NBC-TV is offering noon-1 p.m. period in quarter-hour across-the-board strips, but no buyers reported yet . . . April 2 is starting date of General Foods (Post Cereals Div.) sponsorship of *Capt. Video* on 22 DuMont outlets, Mon.-Fri. 7-7:30, thru Benton & Bowles, N. Y.; some 50 manufacturers have been franchised to sell Capt. Video ties, shirts, dolls, holsters, belts, etc., in big merchandising tieups . . . Gillette June 16 will sponsor *Belmont Stake Race* on NBC-TV, thru Maxon Inc., Detroit; time to be announced . . . Borden Co. April 5 substitutes *Treasury Men in Action* for *Peter Lind Hayes Show* on NBC-TV, Thu. 8:30-9, thru Doherty, Clifford & Shenfield, N. Y. . . . Arthur Murray Studios April 2 moves *Arthur Murray Show* from DuMont to ABC-TV, Mon. 9-9:30; will replace American Safety Razor Corp.'s *College Bowl* . . . Bauer & Black (surgical products) reported readying summer sponsorship of 5:30-6 portion of *Super Circus* on ABC-TV, Sun. 5-6, thru Leo Burnett & Co., Chicago; will replace M & M Ltd. (candies) and Peters Shoes (International Shoe Co.), current alt. week sponsors of segment . . . Carter Products Inc. (Arrid cream deodorant) April 19 starts new show on CBS-TV, Thu. 10:30-11, thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; replaces *Nash Airflyte Theatre*, cancelled by Nash-Kelvinator Corp. (Nash cars) as of March 15 . . . Florsheim Shoe Co. sponsored *Chicago Daily News Relays* March 17, 10:30 p.m., on ABC-TV outlets, thru Gorden Best Co., Chicago.

Upshot of FM receiver conference, between station and manufacturer representatives at NAB headquarters March 13, was that each group would survey national FM set demand, meet again late next month after NAB convention. Station conferees contended that FM sets are being underproduced despite lively demand. Manufacturers agreed that FM sets are scarce, but insisted AMs are too and that FMs were overabundant until this year. As for future production, they said materials shortages made commitments impossible. Station men told manufacturers that charges of "conspiracy" have been made against them. Latter laughed, insisted their industry has more cutthroat competition than almost any other. Consultant M. S. Novik told group that Walter Reuther, president of UAW-CIO which operates WDET-FM, Detroit, said he would request Congressional investigation if FM stations "were being kicked around." Chairman of NAB committee is Ben Strouse, WWDC-FM, Washington; RTMA group was headed by Crosley's John W. Craig; Novik is chairman of special FM station committee.

One of first FM stations on air, WSM-FM, Nashville, which started April 1941, surrendered license this week. So far this year, 14 stations have dropped licenses, 9 relinquished CPs. Six applications have been filed, including one for facilities of powerful WMIT, atop Mt. Mitchell, N. C., closed down last year by owner Gordon Gray. [For specific stations, applicants and cities, see *AM-FM Addenda A to J*].

Costs of TV-FM station construction, in terms of dollars per square mile, are given treatment in interesting chart form by Richard G. Singleton, Stanford U graduate student, ex-MIT, in March *Electronics*. Charts cover average antenna and tower costs, cost of ERP in terms of transmitter size, etc.

Involuntary petition in bankruptcy was filed by Tressel Television Products, Chicago, manufacturer of Projectall studio projector, distributed by INS, in Federal district court in Chicago this week. Liabilities were reported more than $10,000.

New York subway advertising slumped some $66,600 in 1950, blamed by Board of Transportation experts on TV competition.

Station Accounts: Scheduled airlines will spend $16,000,000 on advertising this year, mainly to promote passenger traffic, mostly in newspapers—but TV-radio will get close to $2,000,000, according to Air Transport Assn., Washington . . . Quiet tests in collaboration with 3 dept. stores in undisclosed cities brought immediate increases in sales of Wooster Rubber Co.'s Rubbermaid housewares by 40%, 30% & 25%, respectively; spots featured "Rubbermaid Girl" trademark, placed by Ketchum, MacLeod & Grove, Pittsburgh . . . Omaha's biggest dept. store, Brandeis, goes into daytime TV with 10 participations per day on Tue. & Thu. half-hour *Show Window* on WOW-TV . . . Marshall Field, Chicago, names Calkins, Holden, Carlock, McClinton & Smith to handle its TV-radio advertising . . . N. Y. Telephone Co. using film spots and station breaks on WOR-TV, New York, thru BBDO . . . Ward Baking Co. (Tip Top Bread) buys Ziv's *Cisco Kid* films for WNBK, Cleveland; WMBR-TV, Jacksonville; WBRC-TV, Birmingham, thru J. Walter Thompson . . . To promote new film *Bird of Paradise* opening in 85 first-run theaters on Easter Day, 20th Century-Fox is using national TV spot campaign built around "bird of paradise" fashions . . . Banks in 28 cities have bought *March of Time Through the Years*, sold by March of Time (Vol. 7:7) . . . Among other advertisers currently using or preparing to use TV: Vic-Art Inc. (Sun-Magic & K-O skin creams), thru Vic Decker Adv., Canton, Ohio; Vitamin Corp. of America (B-complex capsules), thru Harry B. Cohen Adv. Co., N. Y.; McKesson & Robbins Inc. (Tartan suntan lotion), thru J. D. Tarcher & Co., N. Y.; G. Krueger Brewing Co., thru Charles Dallas Reach Co., Newark; Wynn Oil Co., thru BBDO, Los Angeles (WOR-TV); Chicago Show Printing Co. (Mystik Tape), thru George H. Hartman Co., Chicago (WOR-TV); General Shoe Corp. (Flagg Brothers shoes), thru L. W. Roush Co., Nashville (WOR-TV); Glidden Co. (paints, shortening & salad dressing), thru Meldrum & Fewsmith, Cleveland (WTVJ); Richman Bros. (chain clothing stores), thru McCann-Erickson, N. Y. (WWJ-TV); Morton Co. (frozen foods), thru Griswold-Eshleman Co., Louisville; Grocers Biscuit Co. (Dixie Belle crackers & cookies), thru Zimmer-McClasky, Louisville.

"Early morning TV is here, and here to stay," says sales mgr. Alexander Dannenbaum Jr., of Philadelphia's WPTZ, reporting 22 sponsors currently using participations on daily 7:30-9 a.m. disc jockey show titled *Three to Get Ready*, featuring Ernie Kovacs with recorded music, time, weather, news, comedy bits. "I sincerely believe that by this time next year all TV stations will be programming and selling shows from early morning until very late at night." First 13-week cycle, just concluded, brings claims of audiences as high as 150,000. Both local and national sponsors buy time, including among former Snellenburg Store (advertising Sylvania TVs), Gimbel Bros. (Silex), Arthur Murray School of Dancing, Pennsylvania Wine Co. (Sylvania Wines), Weather Seal Inc. (storm windows); and among latter RCA, thru J. Walter Thompson Co., N. Y.; American Steel Wool Mfg. Co., thru Needham & Grohmann, N. Y.; American Chicle Co. (Chiclets), thru Badger, Browning & Hershey, N. Y.; American Crabmeat Co. (3 Little Kittens Cat Food), thru Harry M. Frost Co., Boston; Luden's Inc. (5th Ave. candy bars), thru Richard A. Foley Adv., Philadelphia; P. J. Ritter Co. (Vege-Crest), thru Lamb & Keen, Philadelphia.

Skiatron demonstrates Subscriber-Vision system for FCC members and top staff March 20 at WOR-TV's North Bergen transmitter and at Skiatron labs, 30 E. 10th St., N. Y. Planning to attend are all available commissioners —Coy, Webster, Sterling, Jones, Hennock—plus staff members Plotkin, Braum, Allen, perhaps others.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
March 17, 1951

ADMIRAL CUTS LOW-END TO SPUR TRADE: Admiral pulled stops on low end of its line -- notified its distributors March 16 that, as stimulant to lagging sales, it has reduced prices of 16 & 17-in. table models by $30 & $40. That others may be forced to follow suit seems probable in light of depressed retail market (see below).

Heretofore boasting leadership in sale of console combinations, now dragging, Admiral promised "plenty" of the small sets and "only slight" reduction in dealer discounts. Model 16R11, ebony finish table with 16-in. tube, goes down from $239.95 to $199.95; 16R12, same in mahogany, from $249.95 to $209.95. Table model 7K12, 17-in. rectangular, mahogany, goes from $279.95 to $249.95. All are plastic.

Main idea is "to get people into the stores," said sales v.p. Richard Graver: "These aren't just leaders they're not going to get. We're making plenty of these sets. With mass production savings and curtailed profits, we think we can give trade a bump. By creating store traffic, we also figure the dealers will be able to sell more higher-priced models."

Negligible inventories of these sizes were held by distributors-dealers when Admiral quietly began to shift production emphasis to lower-priced units last week. Rest of 35-model line (Vol. 7:1) remains unchanged.

TV-RADIO PRODUCTION PACE SLACKENING? TV output slipped somewhat in 10th week of current quarter (week ending March 9) -- went down to 178,696 units (6324 private label) from high of 190,291 the preceding week.

Whether this means beginning of cutbacks, it's too early to tell. RTMA also puts factory inventories as of March 9 at 180,615 sets vs. 180,727 preceding week.

Total TVs for first 10 weeks of 1951 thus are 1,695,635, which is some 90,000 ahead of the 1,605,200 reported for whole of boom first quarter 1950 and compares with 1,531,100 second quarter, 1,891,900 third, 2,435,600 fourth.

Average weekly output so far this year is close to 170,000 (we erred last week in reporting 9-week average at 190,000). Average weekly output by quarters last year: first 123,000, second 118,000, third 145,000, fourth 187,000.

Radio production went down, too -- 355,044 units week ending March 9 (home sets 208,313, auto 116,469, portable 30,262) vs. 367,322 the preceding week. Factory inventories were 146,848 vs. 139,524 week earlier. Total radios for 10 weeks to date: 3,282,930 -- average of 328,000 per week.

Note: For monthly tables of TV and radio production 1946-through-1950, see p. 67 of TV Factbook No. 12.

TV SALES FALLING FAR BEHIND OUTPUT: Short-range, the current TV trade letdown looks serious indeed -- and an over-riding fear seems to have gripped some distributors and dealers that manufacturers themselves may order unloading of huge inventories by way of list-price cuts. Meanwhile, dealer sales and price-cutting are rampant.

Long-range, the consensus among manufacturers and govt. electronic authorities is that current amazing high rate of production cannot possibly continue -- what with the 20% steel limitation order on end products effective April 1, and the cumulative impact of cutbacks already in effect on raw materials such as cobalt (under strict allocation), aluminum and nickel (cut 35%), copper (cut 25%), copper wire, zinc and pig tin (cut 20%).

Granted a brake on production, forced by defense requirements, can today's enormous inventories, plus such production as is maintained, be "siphoned off" and "evened out" to make for a more orderly and profitable trade?

You get every kind of reply -- depending on whom you talk to. Manufacturers, by and large, are optimistic but cautious; distributors and dealers worried. Latter

blame factories for overloading them, some expecting the worst as they contemplate normal spring and summer seasonal slumps.

Summarized, these seem to be the main factors, favorable and unfavorable, governing current trade -- as stated to us by key people who should know:

(1) Higher cost of living, depreciated dollar, make buyers less interested in TV. March is income-tax month, and weeks just before Easter always find people less susceptible to purchases of hard goods than to soft goods.

(2) Regulation W is a rugged obstacle, cutting installment buying to great extent. Moreover, TV is competing with car buying and refrigerators, ranges, etc.

(3) Trade has had it so good over the last year that it panics too easily, should think in long-range terms, cannot blame manufacturers for turning out as much merchandise as they can while materials last.

(4) Distress selling would be foolhardy now, in view of inevitable factory cutbacks and shorter supply of sets to come. Moreover, baseball season is coming up, always a stimulant to TV trade; and programs are improving and should continue reasonably good this summer as telecasters acquire more know-how and sponsors line up for ever-scarcer time.

(5) Industry must promote and sell harder than ever.

* * * *

Foregoing are general sizeups, admittedly. Very few will permit quotation by name (an advantage, to some extent, in that they speak their minds more freely). But here's what they're saying:

"If the dealers had any idea of the cutbacks in production due the second and third quarters, they wouldn't do what they're doing," said operations head of one of biggest manufacturing concerns. "Beginning next quarter, we won't get the parts. The steel order looks worse than first indicated. As for tubes, they're really going to get scarce later this year. [See Electronics Reports section].

"We'll lean on conservation measures second quarter, civilian output will be hard hit third quarter, and I won't even venture to predict last quarter. Certainly, we cannot possibly maintain present rates of production for long."

Another big manufacturer (sales chief): "Known brands are still enjoying a very nice business. We've overproduced the higher priced stuff, perhaps, and the industry as a whole is so far overproduced that somebody may get hurt. But this slump is seasonal, and for our part we planned for it."

Still another: "The trouble seems to have started in Washington, which has never been a good index to the country as a whole. Sure, we've all been building to beat hell, but the pace will soon slacken and we think shortages are inevitable, and that will even things up."

Medium-sized manufacturer: "We've had abnormal production, plus much bigger carryover of last year's 7,500,000 sets than we're willing to admit. Everybody was willing and anxious to stockpile up to now. I see a buyers' market through the summer, then a sellers' market when production will be cut either by forced or voluntary measures. Remember, too, that the market isn't as big as it was, with 60% saturation in some areas. Now we must stress replacements and second sets."

* * * *

Permitting quotation, Emerson's Benjamin Abrams said he foresees further pileup of stocks. He suggests the mobilization agencies order ceiling on TV output, which he thinks would not only conserve materials that the Govt. wants but permit orderly marketing during crisis. (This latter idea, incidentally, was advanced by another set maker, but most other industry spokesmen seem to want to steer clear of any such govt. controls as long as possible.)

Among distributors, there's everybody from plain worry-warts to smug name-brand boys who still say they're moving all they ordered. In between are those who simply sit back and wait for the situation to clarify. All admit an unaccustomed customer resistance. Some would like to refuse or are refusing deliveries on stocks they ordered in early January for delivery through April.

NARDA president Mort Farr, a suburban Philadelphia dealer, in Washington March 15 for tax hearing, testified decline of 40-50% in sales has been evident for month, but that large-scale markdowns had so far appeared only in Washington and New York. In interview later, he expressed fear that new conservation sets may be priced lower than present models, due to savings in materials.

If manufacturers cut prices, he said, distributors and dealers are really going to get stuck and "many banks are going to find themselves in the TV business." Even now, he said, manufacturers are handing out extra discounts through floor plans, easy payment plans, allowances, etc.

25% EXCISE TAX WOULD HURT EVERYBODY: There were perceptible nods of agreement -- notably among Republican Congressman -- as RTMA president Robert C. Sprague detailed vital role electronics industry would be called upon to play in an all-out war.

He was stressing importance of keeping the industry on even keel during present emergency while testifying March 15 before House Ways & Means Committee hearing on Treasury's proposal to hike TV-radio excise tax to 25% (Vol. 7:6).

"The Munitions Board has told us," said Sprague, "that in the event of all-out war military requirements would amount to twice the present capacity and 3 times the present dollar volume of the industry."

Hence, he argued, it's important not to upset the industry, already gearing gradually to the defense economy, by pushing up TV-radio receiver prices, reducing sales, forcing curtailments of technical staffs and production lines. That's exactly what Treasury proposal would do, said he.

For IUE-CIO, Benjamin Sigal testified the tax discriminates against low-income buyers, contended that TVs, radios (and refrigerators) are not luxuries but necessities. And for the telecasters, NAB's Ralph Hardy testified tax discriminates against TV-radio as purveyor of news while newspapers, magazines, etc. are exempt.

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If there must be new taxes, electronics spokesmen go along with other industries in favoring retail sales tax. Sprague calculated that TV-radio sales, under a 25% tax, would decline 40% -- so that Treasury, instead of getting the additional $87,000,000 it estimates, would actually get less than now under present 10% levy. It would also lose out in reduced corporate and personal income tax revenues.

Sprague estimated TV-radio factory sales at $1 billion for fiscal year July 1, 1951-June 30, 1952, forecast drop to $600,000,000 under proposed 25% tax. Factory sales were $1.6 billion for calendar 1950.

Among other arguments against tax: It's higher for auto radios than for autos (7-14%) or auto clocks and heaters (5%); higher for TV-radio furniture than for same furniture without TV-radio (tax-free). It discriminates against buyers in new TV markets, penalized because FCC has imposed freeze and they couldn't buy when taxes were lower. It will cost average dealer $10,000 more to carry normal stock -- and he's having plenty of trouble now selling against high cost of living, Regulation W, other factors retarding demand (see p. 7).

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Only discordant note from industry came from W. P. Thomas, of Diamond Power Specialty Corp., Lancaster, O., manufacturer of "Utiliscope" industrial TV systems (Vol. 5:18,36). He suggested annual license tax on home TVs, a la BBC, asked only that industrial TV not be taxed, vouchsafed no objection to other excise hikes. For RTMA, fight is being conducted by committee headed by A. M. Freeman, RCA (Vol. 7:8).

1950 TV FACTORY PRICES BELOW 1949: Factory prices of TVs -- hence retail prices -- went up steadily during 1950, due to higher manufacturing costs and the excise tax. But they were still lower than in 1949 -- and continue to be.

Typical example: RCA 17-in. rectangular table model today costs $269.95, including tax. As of Jan. 3, 1950, comparable 16-in. round model cost $299.55.

From most authoritative of all sources, we're able to draw some interesting comparisons between average 1949 and 1950 factory prices for industry as whole. During 1950, it's interesting to note first, the nearly 7,500,000 TVs represented

factory volume of something more than $1.35 billion, as against 1949's approximately 3,000,000 receivers costing some $600,000,000 at factory.

TV in 1950 represented 78% of dollar volume of TV-radio; in 1949 it was 66%.

Average factory cost of TV table model was $154.54 in 1949, went down to $141.47 in 1950. Average direct-view console in same period went from $211.92 to $192.86; average direct-view combination with radio-phono, from $293.58 to $275.43.

That projections are still being made, though in very small numbers, is indicated by tally of nearly 13,000 during 1950, about same number as in 1949. Average factory cost of projection, TV only, was $392.21 in 1949 and $232.02 in 1950; projection with AM-phono (only handful made) cost $578.42 in 1949 and $356.62 in 1950.

In sum, average TV cost $181.70 at factory in 1950, vs. $189.55 in 1949. At retail, price is roughly 40% more.

Topics & Trends of TV Trade: Reminiscent of World War II factory drives, RCA Victor March 15 launched what it calls "Triple S" campaign among its 42,000 employes in more than 100 plants—slogan being "Save Materials. Save Jobs. Save Your Country." It's second phase of RCA's TV-radio conservation program (Vol. 7:4-9), idea being to get all employes thinking about ways of saving critical materials, avoiding waste, helping maintain civilian production and keeping trained workers at jobs against days of "expanding requirements of the defense program."

Big drive is said to be first of kind since Korea, is bolstered with posters, stickers, buttons, employe suggestion cards, etc. Slogan contest offers prize of 17-in. console combination with $50 worth of records and year's service contract or $600 in U. S. Savings Bonds.

Says RCA, in urging similar drives in other plants: "Applied industry-wide, millions of pounds of cobalt, copper, nickel, aluminum and other critical materials can be saved in the manufacture of radio and TV sets."

Sylvania last month conducted "quality conscious" program among employes of its Buffalo TV-radio plant, discovered in some instances that defect levels had been reduced as much as 90%.

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Ad splurges in Washington newspapers this week, aimed at reducing bulging inventories, offered reductions of as much as 35% & 50% from lists, were countered with "we won't be underpriced" by competing retailers, aroused nation-wide trade interest and not a little consternation among some manufacturers. Latter insist Washington isn't typical. These were sample sales reductions for brand-name "1951" models splashed in capital newspapers: Admiral 19-in. combination, cut from $600 list to $360; Hallicrafters 17-in. combination, $500 to $325; Motorola 17-in. combination, $480 to $319, and 19-in. console, $400 to $280; Philco 16-in. console, $320 to $230, and 17-in. combination, $550 to $358; Zenith 16-in. console, $370 to $241.

Private label "Harleigh" TV sets advertised this week by Hecht Co., Washington, maker unidentified: 17-in. table, $180, console $200; 20-in. consolette $250, console $280, with doors $330.

New 17-in. AC-DC private label "Gotham-Visionaire" receivers made by Harold Shevers for Colen-Gruhn Co., New York distributor, are table at $300, console $340, with doors $400. Company sees 200,000 market for DC receivers.

Canadian manufacturers sold 3809 TVs valued at $1,979,075 during January, reports RMA of Canada, bringing total TV production since it began there to 41,632 units valued at $18,255,632. Windsor (Detroit) area accounts for 43% of shipments, Toronto-Hamilton 36%.

Trade Miscellany: RCA Victor radio plant at Canonsburg, Pa., with 1200 workers operating 6 radio chassis and 2 console lines, has tripled radio production since begun last August, reports mgr. Frank E. Stouffer; plant's record dept. has boosted production of 45rpm discs from 70,000 to 90,000 per day . . . Jerrold's "Mul-TV" antenna system has gone "well past the $1,000,000 sales mark," with more than 2000 retailers using equipment to demonstrate sets, according to Sydney J. Mass, adv. director . . . Hytron employes in Salem, Mass., plant voted 352-245 to retain independent union, as against IUE-CIO . . . Murphy Ltd. radios, imported from England through John Carroll, International Trade Mart, New Orleans, is reported to have acquired 16 U. S. distributors, sold 6-7000 units thus far . . . Westinghouse reported negotiating with Doernbecher Mfg. Co., Portland, Ore., for TV cabinets . . . Jackson Industries moves national sales office to 58 E. Cullerton St., Chicago, opens regional office at 550 W. Lafayette, Detroit . . . GE's Fred P. Beguin, from Syracuse electronics plant, reported on survey tour of Europe in quest of components.

National Credit Office chart captioned "Business Embarrassments: 1940-50" shows 19 manufacturers of radios, TVs and related equipment failed in 1950 for total of $3,568,000; 3 manufacturers of electrical appliances, $295,000; 5 wholesalers of radio parts, $576,000. Worst years for TV-radio failures were 1947 (39 for $15,805,000); 1948 (25 for $11,026,000); 1949 (19 for $5,540,000).

Electronic Parts Manufacturers Assn. elected last week Charles C. Koch, Merit Transformer, president; A. P. Hirsch, Micamold, v.p.; J. Gerald Mayer, Washington attorney, v.p. and general counsel; James B. Guttridge, Carol-Ed Co., treasurer. Additional directors are: Nicholas Reinholz, Mohawk Electronics; Nat Leonard, Leonard Electric; Joseph B. Schaefer, New York Transformer; Bert E. Smith, Automatic Mfg.; Neil Washburn, Tel-Rad; Henry Winston, Super Electric; Paul Ziegler, Mid-West Coil & Transformer.

Hearing on FTC complaint against Sylvania regarding its tube-price differentials (Vol. 6:2) resumes March 20 in Washington, after one-day session this week was adjourned to permit FTC and Sylvania to agree on stipulations of facts. FTC complaint charges Sylvania sold tubes to Philco for less than to its own distributors.

Victory for service industry is seen in last week's action by Massachusetts State legislature's committee on state administration rejecting bill to license servicemen; also, in action by Miami city council vetoing similar plan. Still pending are similar bills in legislatures of Rhode Island and Wisconsin, in city council of New York.

American Television (U.A. Sanabria) is selling "DeForest" 17-in. table at $159.50, console $179.50; "Sanabria" 20-in. console at $199.50. Company sells through own retail outlet in Chicago.

Financial & Trade Notes: Tripled radio tube and TV set production, doubled output of auto radios, big increases in fluorescent lamps and fixtures and photoflash lamps—all added up to record 1950 for Sylvania, whose annual report released this week said company didn't even feel usual summer sales decline last year as each quarter exceeded each preceding quarter.

Sylvania consolidated net sales were $162,514,814, up 58% from 1949's $102,539,866 and considerably better than previous record (1945) of $125,750,512. Net earnings were $8,221,185, or $5.37 per share, after provision of $11,000,000 for Federal taxes, compared to 1949 earnings of $3,052,840 ($1.82). Assets increased to $92,880,534 at end of 1950 from $69,920,977 in 1949. Inventories increased to $31,266,269 from $20,980,450. Payroll has increased 6100 to total of 19,600.

Sylvania report says company has sizable defense contracts and "is confident that defense orders will be available to more than absorb the capacity released by restrictions on civilian production." It's one of few electronics firms which flatly predicts its "sales volume for 1951 will be substantially larger than . . . 1950."

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Motorola achieved records in both sales and profits in 1950, with TV "exceeding our most optimistic estimates" and communications, auto and home radio divisions all reaching new highs, president Paul V. Galvin reported March 14. Sales for year totaled $177,104,669, up 116% from 1949's $81,803,358. Net earnings were $12,809,247, or $14.56 a share on 879,605 shares outstanding, including the 10% stock dividend in December. Earnings were thus up 142% from the $5,280,196 ($6.60) in 1949. Dividends paid in 1950 totaled $4.50; in 1949 they were 75¢. In 1950, Motorola invested $1,722,322 in new plants and equipment, working capital increased to $21,079,362 from $14,558,505 the preceding year. Mr. Galvin said first quarter 1951 will be only "normal quarter" this year, so that year's sales cannot be estimated. Latter 1951 and early 1952 will mark start of output on substantial military contracts that will continue into 1953, he said.

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Hazeltine reports consolidated net income for 1950 of $1,428,431, or $4.08 a share, after provision of $1,355,310 for Federal taxes. Gross income from sales, less costs, royalties and engineering services, was reported as $4,078,000. As of Dec. 31, 1950 amount invested in work in process totaled $7,337,076 compared to $2,969,456 year earlier. The 1950 statement compares with 1949 profits of $985,072 ($2.81) on gross income of $2,843,213 (Vol. 6:11). Proxy notice to stockholders for annual meeting April 10 discloses these 1950 salaries and bonuses to officers: Jack Binns, president, $35,610 salary plus $19,500 bonus; W. A. MacDonald, v.p., $35,005 & $19,500; L. B. Dodds, v.p., $24,563 & $9000; J. B. Dow, executive v.p., $20,349 & $8000; Fielding Robinson, v.p., $19,349 & $10,000.

James D. Shouse, Avco director and chairman of its subsidiary Crosley Broadcasting Corp., is disclosed as holder of 5350 shares of Avco common, 150 preferred, with options to purchase 12,500 shares of common at $8.39 and 7500 at $8.12, in proxy statement accompanying annual report (Vol. 7:9) and notice of annual stockholders meeting in Wilmington, April 12. He's also second highest salaried officer, with 1950 salary of $62,500 plus bonus of $66,500. President Victor Emanuel's salary was $127,800, bonus $75,000; W. A. Mogensen, v.p. & treas., $54,166 plus $75,000; R. S. Pruitt, v.p. & secy., $50,200 plus $60,000; L. I. Hartmeyer, v.p., $30,000 plus $8000.

Belden Mfg. Co. reports 1950 profit of $1,528,839 ($4.77 a share) vs. $617,293 ($1.93) in 1949.

Among officers' and directors' stock transactions reported last week by SEC for January: Martin W. Clement bought 550 Avco, holds 1050; W. A. Rudolphsen bought 100 Belden, holds 670; Robert W. Galvin gave 3000 Motorola as gift (Dec. 1950), holds 64,258; Lawrence F. Hardy gave 200 Philco as gift (Dec. 1950), holds 7809; Thomas A. Kennally gave 5 Philco as gift (Dec. 1950), sold 2000, holds 25,973; Oscar O. Schreiber bought 785 Philco (Dec. 1950), sold 10, holds 1489; R. Schneidewind bought 300 Sparks-Withington (Dec. 1950), holds 500.

Among reported Westinghouse stock purchases by company executives: George H. Bucher bought 217, holds 2441; Walter C. Evans 326, holds 1394; John M. McKibbin Jr. 434, holds 1445.

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Packard-Bell reports sales first 5 months of its current fiscal year, Oct. 1, 1950-March 1, 1951, totaled $11,619,561, estimated half-year ending March 31 will exceed $13,000,000. Five-month figure more than doubles $6,124,000 for comparable period preceding year. "Several million dollars" in Army-Navy contracts were reported by executive v.p. Robert S. Bell.

Dividends: Zenith, quarterly 50¢ plus extra 50¢, both payable April 30 to holders of record April 9; Sylvania, 50¢ on common, $1 on $4 preferred, both payable April 2 to holders March 20; Motorola, 50¢ payable April 16 to holders March 30; Cornell-Dubilier, 20¢ payable March 28 to holders March 20; Packard-Bell, 25¢ payable April 25 to holders April 16.

Philco's annual report is due March 21 or 22, is understood to show sales exceeding $335,000,000—some 60% ahead of the $214,884,000 of 1949 (Vol. 6:12) and setting new record over 1948's $275,424,000.

Trade Personals: Dr. Paul J. Selgin, ex-Farnsworth, since 1947 with Bureau of Standards ordnance development div., named chief of Bureau's engineering electronics section . . . Wm. P. Short, ex-Raytheon, appointed chief engineer of General Precision Laboratory Inc., supervising electronic and optic equipment . . . Andrew F. Stanier, chief engineer, becomes president of Eureka Television & Tube Corp., succeeding Wm. R. Holt (Vol. 7:9); Frank X. Wells, maintenance chief, promoted to chief engineer . . . Joseph F. Bozzelli, ex-Brach Mfg. Co., named gen. sales mgr., Haydu Brothers . . . Charles A. Nichols promoted to Packard-Bell director of engineering; Richard G. Leitner, recently with Lear Inc., returns to Packard-Bell as chief research engineer . . . Carl Volpe named technical asst. to president R. D. Burnett, Starrett Television Corp. . . . Irving M. Sandberg resigns as gen. sales mgr., Crosley Distributing Corp., N. Y. . . . Leonard F. Cramer, DuMont v.p., elected president of Weimaraner Club of America, composed of fanciers of that breed dog . . . Thomas J. Fleming promoted from plant engineer to asst. purchasing director, Bendix Radio Div., Thomas M. Murphy Jr. succeeding him with J. Russell Sandstrom as asst. and Robert E. Wine new mgr. of subcontracting . . . Herbert J. Allemang, management consultant recently appointed by Philco, named v.p. and head of forward planning.

Champion angler Ross Siragua, who holds international tuna title, landed 11 lb. 1 oz. bonefish off Bimini last week, playing quarry for 45 minutes, beating previous record for spinning equipment with 10-lb. line by 11 oz. It's new international record, and this one plus 2 other bonefish he caught—10 lb. 4 oz. & 9 lb. 8 oz.—also top 1951 Miami tournament. Youthful Admiral president, whose hobby is fishing and who has home at Cat Cay, with similar light tackle also boated 20-lb. permit (pompano family) which took him 28 minutes to land.

Telecasting Notes: New York area TV stations gave Senator Kefauver's crime investigating committee hearings "the works" this week, playing to record audiences (as they did in Los Angeles, San Francisco, St. Louis, Chicago, Detroit)—but New York outlets managed schedules so that they needed to clear minimum of commercials. In fact, ABC's WJZ-TV, WENR-TV & WXYZ-TV plus WFIL-TV got sponsor for all-day telecasts—Time Inc., using own Washington correspondent as commentator. WPIX's Ted Estabrook handled cameras for all stations, drew plenty of kudos . . . Indicating intensity of dramatic interest in Kefauver committee "show," Walter Winchell said witness Frank Costello (see p. 4) "made Schmeaux out of the Godfreys, Berles, Caesars, et al., this week by becoming a TV star (using just his hands)" . . . Kefauver telecasts were said to have affected theatre attendance, and there were some who even blamed fact people stayed at home to see them for unseasonal slump in pre-Easter retail trade . . . Theatre-TV picked up portions of testimony, with good reactions from matinee audiences in Fabian's Brooklyn Fox, Century's Marine and Queens Theatres . . . In St. Louis early this month, both GOP and Democratic candidates in special Congressional election used KSD-TV—Republican Claude I. Bakewell winning out. Both sides said Kefauver telecasts had considerable influence on outcome, admitted by criminal lawyer Morris Shenker, power in local Democratic politics, who represented some of gamblers at hearing . . . Though it has been operating regularly and commercially since last Dec. 10, Havana's CMQ-TV made big occasion of inaugural of its new "Radio City" studios March 11, with Cuba's President, Mexico's Emilio Azcarrago (currently building own TV) and big delegation of U. S. radio and newsmen on hand . . . Richmond's WTVR, bursting its seams, broke ground this week for another $750,000 addition to present $110,000 addition now being completed on half-block tract it owns adjacent to studio building . . . World Video filming for TV the Katzenjammer Kids, 50-year-old comic strip, under title of *The Captain and the Kids* . . . Edison film library of one and 2-reel silents, vintage 1906 to 1914, getting sound tracks for release to TV under title *Hello Yesterday* by Killiam Shows Inc., distribution thru Ray Block Associates.

Use of Empire State Bldg. for theatre TV antennas, being investigated by number of movie interests, is technically quite feasible, according to Empire State's consultant Dr. Frank Kear. If and when FCC grants microwave band to theatre TV, he says, at least 4 antennas can be accommodated along with present TV station antennas (5 now, perhaps more later). He's had talks with Paramount; Fabian and 20th Century-Fox are also reported interested. Application to join other stations on tower, filed with FCC by Newark's WATV, has been objected to by WPIX. WATV apparently failed to clear up question of sharing WPIX's antenna before filing.

Only application for new TV station this week was by KAKE, Wichita, seeking Channel 10, fourth applicant for that city. *Milwaukee Journal's* WTMJ-TV this week asked FCC to approve 985-ft. antenna, plans to ask for maximum power from this height when new allocation plan is effective. [For further details, see *TV Addenda 12-J* herewith; for listings of all applications to date, see *TV Factbook No. 12* with Addenda to date.]

Hearing on McFarland Bill to "streamline" FCC (S. 658) has finally been scheduled, for April 3, by House Interstate & Foreign Commerce Committee, which has been considerably less than enthusiastic about the measure. What puzzles Committee, members say, is why industry has shown so little interest in bill.

Networks came to terms with Petrillo at eleventh-hour meeting March 13, precluding strike, agreed to 3-year contract with these major terms: (1) 15% wage hike for AM staff musicians with TV pay brought to same level; 10% boost is retroactive to Feb. 1 and added 5% when approved by Wage Stabilization Board. (2) Payment to AFM welfare fund of 5% of gross revenues (excluding time charges) from films made by networks for TV. This is reversal of networks' attitude, explained by one network official as best compromise in order to get Petrillo to accept principle that time charges should not be counted for this purpose. Number of independent TV film producers have agreements with Petrillo whereby they pay 5% on all revenue, including time charges. (3) Kinescopes can continue to be used one-time in non-interconnected cities. AFM receded from demand that networks ban all transcribed music between 8 a.m. and midnight.

There will be live telecasts of some college football games next fall, according to Dr. Hugh C. Willett, president, National Collegiate Athletic Assn. He said March 15 that NCAA's TV committee will meet soon to "work out plans for controlled live TV," but added that the group's "controlled TV experiment" will principally involve filmed games, screened week after game is played. Earlier this week, Eastern College Athletic Assn. went on record as favoring NCAA's "moratorium" on live telecasts of college football (Vol. 7:2). But U of Pennsylvania athletic director Fran Murray spoke in favor of televising games, saying "live TV offers a boost to our public relations." He confirmed that Penn is "taking bids on TV," but has made no decision on TV for this fall. U. S. Congress March 14 joined large number of legislative bodies considering action to force football telecasts when Rep. Clemente (D-N. Y.) introduced bill to televise "regularly scheduled football games" of Army and Navy.

NAB's April 15-19 convention in Chicago's Stevens Hotel will devote all of last day to TV. This year, engineering sessions will run concurrently with management. TV topics include: sales, low-cost operations, morning programming, allocations. Other sessions will cover: defense mobilization, BAB, labor-management problems, sports telecasting-broadcasting, FM, research, legislation. NAB-TV has initiated "Profitable Program Ideas for TV" contest, inviting all stations to participate. Seven winners will receive awards at convention's TV session.

Portable cable-less TV camera, to free camera from clumsy "umbilical cord" attachment to truck during remote pickups, will be shown for first time when RCA demonstrates new units at March 19-22 IRE convention in New York. Transmitters used with camera will emit about 5 watts at 500 mc for TV signal, 10 watts at 152 mc for control signal. A big question about future of devices is that of obtaining enough frequencies. It will probably use spectrum above 1000 mc.

More March 1 sets-in-use reported since NBC Research's "census" of Feb. 1 (Vol. 7:8): St. Louis 268,000, up 14,000; Kansas City 107,919, up 8919; Omaha 68,577, up 7877; Miami 55,000, up 2500; Utica 38,500, up 2500; Cleveland 453,575, up 30,575; Milwaukee 224,721, up 11,721; Louisville 82,858, up 4258; Johnstown 75,100, up 7000; New Orleans 52,150, up 2650; Baltimore 284,985, up 11,985; Ames (Des Moines) 47,625, up 5625.

Tax those attending TV-radio studio shows—that was plea of James F. Reilly, executive director, League of New York Theatres, at March 15 hearing of House Ways & Means Committee. Reilly quoted *Variety* estimate that NBC and CBS would distribute 8,000,000 tickets to New York TV-radio originations, claimed such untaxed ducats were unfair competition to legitimate theatres.

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Mobilization Electronics Reports
March 17, 1951

(Editor's Note: This is a special section of regular edition of *Television Digest*, Vol. 7:11)

SUPER ELECTRONICS BOARD IN WORKS: Top agency to oversee all phases of electronics production and procurement will soon be set up by DPA chief Wm. H. Harrison.

Electronics Production Board, 7-man policy agency with "last word" power, will be part of DPA, will direct all military and civilian mobilization agencies presently dealing with electronics.

Chairman, as yet unnamed, is expected to be chosen from industry's highest echelon -- though there's talk that Gen. Harrison himself may take over nominal chairmanship. Agencies to be represented on board are NPA, Munitions Board, Atomic Energy Commission, Army, Navy, Air Force.

Board's membership hasn't been revealed, but it's good guess NPA will be represented by its Electronics Division chief John G. Daley, and Munitions Board by its Electronics Division director Marvin Hobbs.

Harry A. Ehle, International Resistance v.p. now serving as consultant to Army Undersecretary A. S. Alexander, is mentioned as possible Army member. And Sylvania president Don Mitchell, also presently serving part time in Washington on consulting basis, may represent Air Force.

NICKEL SHORTAGE FORCING TUBE CRISIS: Electronic tube plants are humming -- with production high, demand even higher.

Under these conditions, in normal times, tube men would be happy.

But not today. At least, that was gloomy impression given by tube manufacturers and their vendors, representing some 30 companies, who made special trip to Washington this week to plead for enough nickel to keep tube plants going.

Shortage ax will fall with full fury, in matter of weeks, on production of civilian receiving tubes -- and military orders won't come anywhere near "taking up the slack." Cathode ray tubes are bound to be affected, too.

Though his plants are now going full blast on 6-day week, one tube maker's comment summed up general outlook: "Damned black."

Tube factories are coming to end of their supply of nickel parts. Present high production is due to fact they're rapidly using up what's left to fill backlogged orders from set manufacturers and replacement parts distributors.

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NPA nickel limitation (M-14, see Vol. 6:48) went into effect Jan. 1. It limited primary users of nickel in first quarter 1951 to 65% of amount they used during average quarter of first-half 1950 base period. Tube manufacturers, who are secondary users, are now about to bear full brunt of this cutback -- 3 months after it went into effect.

The 65% limitation, when passed down from manufacturer of nickel tube elements to tube makers, in effect becomes much more than 35% cutback from current production rate, so far as tube industry is concerned. Here's why:

Cutback is 65% of first-half 1950 production. But receiving tube production increased from 170,000,000 in first half to 213,000,000 in second half 1950 -- a jump of 25%. Therefore, effect of nickel cutback may be to chop civilian tube production by as much as 50% in coming months.

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Military services are dissatisfied with performance of currently produced tubes. They demand closer tolerances, tighter specifications. Requirements for military tubes will soon be even stricter than now. Tube men point out that some nickel conservation measures produce tubes that are satisfactory for civilian use

but won't pass inspection by the military -- thereby requiring 2 separate production runs for same type tube.

NPA is considering emergency appeals from tube manufacturers whose plants are not now needed for military production but must be kept in operation with an eye toward the day they may be vital to our nation's defense.

And if it comes out of this crisis unscathed, tube industry can look forward to similar situation in tungsten in 3-6 months.

IMPACT OF THE APRIL 1 STEEL ORDER: To some TV-radio firms, last week's durable goods steel limitation which begins April 1 (NPA Order M-47, see Vol. 7:10) speaks this stern warning: Conserve or cut back.

To others, it says: Conserve and be damned. You must cut back anyway.

Just as the order is confusing, so is reaction from TV-radio industry -- with comments varying from predictions of impending doom to "So what?"

Some of the confusion caused by the order may soon be swept away. There are strong indications NPA will wipe out a section which clearly discriminates against some manufacturers, mainly small ones. Order's main provisions:

(1) "Manufacturers" of durable goods (including TV-radio, phonos) will be permitted to use in second quarter 80% of total amount of steel (by weight) that they used during average quarter of first-half 1950 -- and they can't use more than 40% of their quarterly allotment in any one month.

(2) Durable goods "assemblers" -- those who don't "manufacture" any steel parts -- will be prohibited from turning out more than 80% of end product units they made in average quarter of first-half 1950.

Among TV companies which fit definition of "manufacturers," reactions were varied. One large manufacturer said it will mean 40-50% cut in his output next month. Another said he expects it to have no noticeable effect.

Section of order applying to "manufacturers" is rational. It's designed to put premium on conservation efforts. It merely tells them to redesign sets to use much less steel, or else cut their total output.

Immediacy of order apparently took many manufacturers aback. Although it was announced early in February along with similar copper and aluminum restrictions which didn't materialize (Vol. 7:6), many TV-radio producers obviously are unprepared for it.

What makes steel order appear so stark is that, for first time, the Govt. points finger directly at TV-radio manufacturer and says, "You! Use less steel!" Previously, finger had been pointed at his suppliers and the fabricators who supply them -- affecting end-product maker only indirectly.

* * * *

Those who have steel conservation measures ready (lighter weight and smaller chassis, transformerless sets, smaller output transformers and speaker baskets, etc.) are in much better position than manufacturers who thought Govt. was talking through its hat when it told them long ago that conservation is a business necessity as well as a patriotic duty.

To maintain anything like present production, manufacturers would have to cut back considerably more than 20% in use of steel per receiver, since first-half 1950 base period saw far lower TV-radio output rate than recent months.

But manufacturers who have been planning on maintaining present production rate during second quarter have been living in dream world -- regardless of steel cutback -- govt. sources unanimously agree. As long ago as last November, when Korean war was mere "police action," defense production officials predicted impact of mobilization program on TV-radio production would really begin to be felt during second quarter of 1951 (Vol. 6:45).

Though steel may be chief headache during first weeks of second quarter, it could turn out to be least of industry's worries later, when shortages of speakers, copper, tubes -- rather than steel -- begin to take their toll.

There's a joker in the steel order that was as unexpected as the rest of the order was expected. It's the clause dealing with so-called "assemblers".

By NPA's definition, manufacturer is one who "puts into process, machines, fabricates or otherwise alters materials by physical or chemical means."

If you alter form of one steel part -- such as punching hole in chassis -- you're a "manufacturer" within meaning of order, and the steel you can use is limited by weight.

But if you happen to buy all your steel parts ready-made, Order M-47 says your total output of TV-radio sets must be 20% less than it was during average quarter of first-half 1950 -- and in many cases that would be mighty low compared to current production. And NPA says it's too late now for "assembler" to start "manufacturing" and escape restrictions on output.

Two obvious flaws in this provision are:

(1) It places no premium on conservation efforts by so-called "assemblers", who may be using fewer and lighter steel parts than they did during base period.

(2) It strikes directly at small business, which NPA is sworn to protect -- although one very large TV-radio company is said to come within "assembler" category, and a second isn't sure whether it's an "assembler" or a "manufacturer".

This snafu will probably be rectified soon, following protests by those hit and by some NPA officials who were as chagrined as the "assemblers".

Mobilization Notes: Have most TV manufacturers been violating NPA's restrictions on use of cadmium? That question was thrashed out in conference March 15, and this decision reached:

Cadmium Order M-19 is loosely worded and subject to varying interpretations; therefore, TV makers are in the clear on this issue.

In what was probably one of first actions by NPA compliance officers, agents of NPA's New York office recently walked into electroplating plant which supplies several TV firms with cadmium-plated chassis. They said such operations violate M-19, which since Jan. 1 has banned many uses of the corrosion-resisting metal (Vol. 6:51-52).

Those present at follow-up conference in Washington included: Official of large TV company (identity withheld) whose supplier was visited by the NPA men; Whitman W. Hopton, chief of NPA Tin-Lead-Zinc Div.; representatives of NPA Electronic Products Div., Navy representative, and NPA and industry attorneys. All agreed that, regardless of original intent of order, it can be interpreted as permitting cadmium-plating of TV chassis, but not radio chassis—because of technical characteristics.

The TV manufacturer made 2 additional points: (1) Entire TV industry may be forced to shut down if cadmium supplies are suddenly withheld; (2) There apparently is no shortage of cadmium; he has had no trouble getting it.

Govt. spokesmen said military will be requiring more and more cadmium in near future, and put it directly up to industry to develop cadmium conservation plan, and to suggest basis for amending Order M-19.

TV industry leaders reportedly agreed to make cadmium conservation one of principal topics of discussion at RTMA conservation meeting March 21 at New York's Commodore Hotel, and to make recommendations to NPA. Chairman will be GE's Dr. W. R. G. Baker, RTMA engineering dept. director.

NOTE: Manufacturers who use zinc to replace cadmium in electroplating are exempted from 20% zinc cutback by Order M-15.

* * * *

Mobilization Personals: Former members of NSRB Electronics & Communications Div., headed by **Leighton Peebles** and now disbanded, have been snapped up by other mobilization agencies. **Peebles** has been assigned to NPA's Communications Equipment Div., under Brig. Gen. **Calvert H. Arnold. Walter H. Campbell** joined DPA Office of Program & Requirements. **Dr. R. D. Parker** became chief of capacitor section of NPA Electronic Products Div. . . . **Cornelius W. Middleton**, Babcock & Wilcox executive, appointed Munitions Board vice chairman for production & requirements. As such, he's in charge of Electronics Div., which recently added following as consultants: For tubes, **Robert S. Bolan**, retired engineer, formerly with Sylvania and Raytheon; for equipment, **J. Kelly Johnson**, New York consultant and ex-Hazeltine & Wells-Gardner, special consultant to Undersecretary of Navy during World War II . . . **Robert B. McCurdy**, just named chief of test equipment & instrument section, NPA Electronic Products Div., held same job in WPB.

Of 228 certificates for rapid tax amortization on expansions of defense production facilities (Vol. 7:10), issued by Defense Production Administration Jan. 25 through March 7, only 3 were identified as being for production of electronic equipment. Two went to GE—one for plant at New Hartford, Conn., certified at $15,693,000; other for new tube facilities at Owensboro, Ky., certified at $336,306. Third certificate went to Crosley Div. of Avco, for fire control systems plant, certified at $1,909,000. Certification amount is value of new facilities. Percentage of tax write-off in each case was undisclosed by DPA, but average individual write-off granted is 74%.

Top personnel of DPA's Office of Program & Requirements, which will be responsible for allocation of nation's resources, were announced this week. Serving under Director Charles E. Wampler, AT&T executive, as assistant directors are Melvin Ashen, Indiana U business professor; George H. Lilygren, Carrier Corp. v.p.; J. J. Scanlon, Pa. Bell Telephone executive. Program Requirements Staff director is Robert E. Johnson, Western Electric economist. Planning Staff chief is Glenn McLaughlin, who held similar posts in NSRB and World War II WPB.

Plea for expanded supply of selenium—now becoming scarce—was made March 15 by special RTMA committee (Vol. 7:10) to NPA Electronic Products Div. Committee pointed out that rectifiers containing small amount of selenium can save tons of copper and steel when used to replace power transformers in TV sets (Vol. 7:7-8).

Value of TV in military operations is unquestionable, in opinion of Maj. Robert E. Collier, who writes "Take TV Out of the Bar—and Put it to Work" in March *Marine Corps Gazette*. Thinking particularly of amphibious attacks, he writes: "Through the use of TV, the commander can actually project his eyes to a moving platform above the battle area to see for himself and judge the progress of the operation. Once again, as in the days of old, the commander can view his troops in battle—this time from a chair rather than a horse." He feels that equipment weight and picture fidelity are principal problems, that helicopter is ideal "platform" for camera. Author says Marine Corps tested TV some 5 years ago "with inconclusive results"—but he's apparently unaware of fairly successful work of Navy, using "Block" system in Pacific action late in World War II.

Radio-controlled bombs are being used in Korean war —improvements of the 12,000-lb. Tarzon and 1000-lb. Razon bombs developed during World War II, which are considered crude compared to models presently under development. Bombs are fitted with radio equipment and movable tail-fins so that course can be altered after released from plane. Air Force sources said radio bombs are being used partly for test purposes to gather information on this type of weapon.

Combat camera crews in the field down to corps headquarters, who would "service" TV stations with local-interest film footage, are contemplated by Army's Public Information Division's Radio-TV section headed by Col. Edward Kirby. Plan has been approved by chief of information, awaits higher authority. Army's Astoria motion picture center, meanwhile, has been authorized to set up special handling for TV stations because of conflict in release dates with newsreels (Vol. 6:29).

Court test of FCC's authority to regulate "incidental" radiations (Vol. 7:9), stands at this stage: After Yonkers (N. Y.) Cabinet Co. and FCC attorneys reappeared before Federal district court Judge Samuel Kaufman March 7, 30-day injunction was issued requiring company to fix dielectric heater which had been interfering with 7530-kc Coast Guard aircraft frequency. Company hired consultants to clean up problem, will again appear in court, with FCC, on April 7. FCC is anxious that its authority be clearly upheld, since case is first of kind, may have bearing on Commission's powers concerning all non-broadcast radiations—including those from TV and FM receivers.

Note on TV supply picture, as quoted in "As Business Leaders See It" column in *New York Journal of Commerce:* "During the past 45-60 days," said Ben Rice, ex-Tele-King, Regal, now head of own Television Materials Co., "TV components have become more abundant. I see no serious shortages in 1951. The reasons . . . (1) Many manufacturers have made commitments with foreign suppliers and this merchandise has done much to ease the domestic situation. (2) Set sales have dropped considerably and many manufacturers have cut production."

Pacific Electronic Exhibit scheduled for Aug. 22-24 in San Francisco Civic Auditorium. Annual western convention of IRE will be held same place same time.

Pig tin, used in solder, was placed under complete allocation by NPA, effective May 1 (M-8 as amended). At the same time, NPA designated Reconstruction Finance Corp. as sole importer of tin, price of which has soared since beginning of rearmament program.

Ray of Hope Dept.: "Cobalt production will be substantially increased late in 1951 when the Blackbird Mine in Idaho will be brought into production."—From press release by Defense Dept. Industrial Services Branch.

Plant Expansions: Motorola purchases 200,000 sq. ft. plant at Kilbourn & Augusta, Chicago, for expansion; it had occupied about 20,000 sq. ft., rest formerly occupied by Tropic-Aire Inc. and Greyhound Motors . . . **Canadian Westinghouse Ltd.**, Hamilton, Ont., forming new electronics div., to be housed in 180,000 sq. ft. building, employ about 1000 . . . **Sylvania** to build new $1,500,000 radio receiving tube plant in Burlington, Ia., occupying some 100,000 sq. ft., employing about 800 . . . **Mattison** has acquired new 12,000 sq. ft. cabinet plant at 742 Wythe Ave., Brooklyn . . . **Corning Glass** to build new 270,000 sq. ft. glass plant in Danville, Ky. "to meet the glass and specialized tubing requirements of electronic devices used in the expanding defense programs," among other things.

Electromagnetic radiation bill (Vol. 7:2-9) remains suspended in air—may even evaporate—as Senate Interstate & Foreign Commerce Committee impatiently awaits response from Defense Dept., sponsor. NAB, FCC and RTMA have already given opinion on Committee's recommendation that slight amendment to Communications Act be enacted. All 3 agree with Senators, latter two adding that devices of no navigational use to enemy should be exempted. RTMA suggests that language of amendment exclude devices not detectible beyond 5 miles. FCC thinks military can specify the mileage factor.

White House will release report of President's special Communications Policy Board (Vol. 7:7) on March 27. Meanwhile, speculation continues that Board recommends permanent board superior to FCC and government's Interdepartment Radio Advisory Committee. There's talk that FCC Chairman Coy will be asked to head board, that Comr. Webster may become member. Coy says nothing; Webster says: "No one has asked me to become a member of any such board, and I doubt whether I'd do it if asked. I've got a job to do here."

A 16-line picture, based on 1884 TV patent, will be shown at NAB's April 15-19 Chicago convention by AT&T Long Lines engineer M. E. Strieby. He built whirling disc from patent specifications, uses projection lamp and photo to simulate TV picture. His purpose is to show that basic principle of TV—scanning—has remained basic throughout years. Among other TV papers at conference: "Maximum Economy TV Broadcasting," Carl Lee, WKZO-TV, Kalamazoo, and Martin Silver, Federal; "5-kw uhf Transmitter," Howard Crosby, GE; "Video Switching," John Brush, DuMont; "Allocations," Bernard O'Brien, WHEC, Rochester; "Transmitter Maintenance During Emergency," RCA Service Co.; *Tele-Tech's* John Battison on system of TV filming to replace kines; NBC's Raymond Guy on Bridgeport uhf experience; GE's Lloyd Krause on high-gain uhf antenna; Federal's A. J. Baracket on flying spot scanners; NAB's Dick Dougherty on labor relations.

———■———

Awards at March 19-22 IRE convention: V. K. Zworykin, RCA, Medal of Honor; R. B. Dome, GE, Morris Liebman Memorial Prize; A. B. Macnee, U of Michigan, Browder J. Thompson Memorial Award; M. J. E. Golay, Signal Corps, Harry Diamond Memorial Award; W. W. Harman, U of Florida, Editor's Award. *Named Fellows:* Robert Adler, J. G. Brainerd, C. G. Brennecke, R. D. Campbell, R. W. Deardorff, J. H. DeWitt Jr., H. F. Elliott, C. G. Fick, E. L. Ginzton, W. M. Goodall, J. T. Henderson, C. J. Hirsch, W. E. Jackson, J. B. Johnson, A. G. Kandoian, C. E. Kilgour, T. J. Killian, J. B. Knox, V. D. Landon, George Lewis, H. R. Lubcke, D. C. G. Luck, J. F. Morrison, G. A. Morton, G. W. Olive, O. W. Pike, L. E. Reukema, H. W. G. Salinger, O. H. Schade, D. F. Schmit, W. E. Shoupp, P. F. Siling, H. R. Skifter, B. R. Teare, G. N. Thayer, H. P. Thomas, W. C. Tinus, Ernst Weber, R. H. Williamson, W. T. Wintringham, G. A. Woonton.

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WITH AM FM REPORTS

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PRINTED COPIES OF ALLOCATIONS REPORT: Detailed city-by-city channel allocations (with educational assignments) are tabulated in FCC's proposed new "VHF-UHF Rules, Standards & Allocations" issued this week. Important, too, are the legal and technical whys and wherefores, as spelled out in proposed orders, commissioners' separate statements, engineering data and charts, etc., all contained in FCC's mimeographed release of 60-odd pages. For easier reading and reference convenience of our subscribers, and with cooperation of Commission, whose supply of copies is limited, we have printed the full text in a 28-page TV Allocation Report, making one copy available herewith to each subscriber. Extra copies cost $2 each -- or $1 per copy in quantities of 25 or more.

HOW FCC PROPOSES TO END THE FREEZE: Excellent engineering -- diluted with weak judgment. That's industry's snap sizeup of long-awaited TV allocation plan issued by FCC this week. [For full text, see TV Allocation Report herewith.]

Freeze remains solid -- till fall or winter, at very least -- though FCC hopes for sort of "partial" freeze-lifting, not too significant, in couple months. Another lengthy hearing, beginning May 23, must still be completed.

The educators got their way -- a substantial chunk of vhf as well as uhf. Thus, there's widespread feeling that FCC has given with one hand and taken away with other, that nation's TV will be afflicted with great gaps if FCC goes through with plan. [For analysis of what plan would do to major markets, see p. 3.]

The "ins" -- the existing stations -- are delighted, as they visualize great increases in power, height, coverage. Educators may be happy, too, until they get into the business of trying to operate stations without income.

But the "outs" are fiercely resentful, as they see themselves foreclosed from doubly attractive channels. The 31 existing stations which would be moved to other vhf channels may grumble, but no way near as loud as the "outs".

In basically 4-2 decision and with obvious qualms (see their separate opinions in Allocation Report), commissioners may have lit fuse to keg of political TNT when majority agreed to hold choice channels in choice cities for chosen educators.

Station applicants now regret their lackadaisical attitude towards educational hearing -- some may fight proposal tooth-and-nail, hoping it's not too late.

There's political dynamite, too, in fact that Connecticut, Indiana, New Jersey, Ohio, Pennsylvania, among others, get so very few vhf -- in New Jersey's case only the one already in use in Newark -- outside of a few big cities. Their towns are relegated to dependence on uhf, no fault of the allocations but it may take some tall explaining to outraged local sensibilities.

Commission's action isn't final. Basically, it's a proposal -- but a very firm one -- subject to a month of comment by industry before FCC closes door to further discussion of basic policy.

Here's what FCC intends to do, unless comments received within next month change its mind:

EDUCATION: Reserve approximately 10% of vhf and uhf channels indefinitely,

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subject to FCC scrutiny "from time to time" to make sure channels aren't going begging or wasted.

VHF: Provide for reduced station separations, greater powers and heights, as compared to previous proposals (Supp. No. 64). Permit increases in powers for existing stations, and actual construction of new stations in Territories, before end of freeze, if no serious objections arise within month. Move 31 stations to different vhf channels to reduce interference. Retain general freeze on all new U.S. stations until close of further hearings and final decision on whole allocation.

UHF: Open whole uhf band (either 65 or 70 channels, depending on whether 470-500 mc is given to common carrier service), with hopes of actually permitting station construction before long without further hearing. Uhf is mixed with vhf in most cities, all major markets.

* * * *

Hosannas might have greeted plan, despite its tough local impacts, had it not been for educational gimmick -- a complete victory for crusading Comr. Frieda Hennock. Comrs. Sterling and Webster were opposed to flat reservation and Chairman Coy indicated some doubt but went along. Comr. Hennock is still dissatisfied, still plumping for more channels, more vhf.

But technical provisions are good, in opinion of able engineering observers, one of whom said: "It ought to be good. They had 2½ years to correct the last one." Consider these facets particularly:

(1) Minimum vhf co-channel spacing was reduced from previously proposed 220 miles to 180 miles city-to-city, 170 miles transmitter-to-transmitter (allowing flexibility in station location). Uhf co-channel mileage was cut from 200 to 165 miles for cities, 155 for transmitters.

Not yet generally realized, however, until consultants start drawing circles, is fact that FCC has actually made most vhf co-channel assignments well in excess of 180 miles -- most of them 200, 220 miles or even more. Engineers may find fertile field for juggling here.

Only a few existing stations violate minimum. The worst -- Davenport-Milwaukee and Columbus-Indianapolis -- run 150-160 miles. The "horrible example" of Cleveland-Detroit has been cleaned up. No new assignments violate 180-mile minimum.

(2) Minimum vhf adjacent-channel spacing was reduced radically from 110 miles to 70 for cities, 60 for transmitters. Uhf was cut from 100 to 65 and 55.

(3) Power maximum for vhf was hiked to 100 kw for Channels 2-6, 200 kw for Channels 7-13 (latter was surprise). Uhf is allowed 200 kw. No one may go over these powers, but great many stations can jump antennas to 1000-1500 ft. or more and still retain maximum. This permits enormous improvement in service, applies even to some stations on Empire State Bldg. and Mt. Wilson.

(4) Minimum powers are eminently realistic, dropping down to as little as 1 kw, at 300 ft., for cities under 50,000 population.

(5) Offset carrier is mandatory, extending every station's service.

(6) Uhf is tailored to minimize many ills, avoid the problems of oscillator radiation, intermodulation, image, IF beat -- making possible cheaper, better sets.

(7) "Flexibility" uhf channels, 13 or 18 of them (depending on 470-500 mc decision), are set aside for assignment where need arises and for experimentation with Stratovision, Polycasting and the like.

* * * *

Procedure in "partially" lifting freeze and finally cleaning up whole problem will be as follows:

Comments on whole plan will be accepted until April 23. Opposition to these must be filed by May 8. Then, FCC decides whether it can start granting vhf power increases, vhf stations in Territories, uhf in U.S. -- all before new vhf stations are unfrozen.

On May 23, hearings on each city will begin in Washington, with FCC open to "persuasion" on channel shifts which would not affect "priorities" (see text of Allocation Report) or raise interference levels beyond those stipulated.

Educators will have to put up or shut up during these hearings. If they don't defend channel reservations, they may lose out. As one FCC source put it:

"Every asterisk [indicating reservation in allocation table] is subject to hearing." Incidentally, educators can compete for non-reserved channels against commercial applicants. "Educational" institutions are defined same as in FM rules; they can't sell time, can't sell station to commercial interests. They may join together to build and operate stations.

Oral argument will then be held, upon FCC Bar Assn. contention that FCC can't legally make fixed allocation plan and require rule-making to change it. Comr. Jones, incidentally, feels same way -- basis of his partial dissent. But lawyers wonder whether new plan already renders such oral argument meaningless.

Allocation plan is self-explanatory in regard to many other details, but industry is bound to come up with questions and comments, reflect them in papers filed with FCC. As in the past, we'll digest all comments, report them weekly.

VHF—MANY WILL SEEK, FEW CAN GET: Not enough vhf for inevitable demand, plenty of uhf -- that's the standout fact of the new TV allocations. Vhf assignments to education, particularly in the larger metropolitan areas, aggravate the shortages even more -- and there will be many a bitterly disappointed commercial aspirant.

By actual count, only 342 of the 1250-odd communities listed in the table of allocations are to get total of 557 vhf channels. But 107 of these are already spoken for by existing stations in 63 communities (see p. 12), and 73 more are reserved for educators. That means commercials can get mere 377 new vhf stations.

Few in the big cities will be pleased with sop given to them in way of uhf channels, which are freely intermixed; e.g., among the 50 most populated cities (Vol. 6:29), every one save Miami gets from 1 to 5 uhf channels. But FCC may find it hard to get "customers" for these in alrady heavily vhf-served cities.

Among top 50 cities, these have no more vhf channels available: New York, Philadelphia, Los Angeles, Detroit, Baltimore, Cleveland, Washington, Cincinnati, Columbus, Louisville, Dayton, Syracuse.

Good many vhf educational channels go to larger cities, in some cases shutting out any more commercial outlets. Chicago, Dallas, Omaha, Birmingham are instances where single remaining unoccupied channels are earmarked for education -- and it would appear that Chicago shutout blanks CBS's hopes for own key vhf outlet there, just as Cleveland and Cincinnati shutouts doom DuMont vhf applications.

Education gets a vhf channel not only in foregoing 4 big cities, but also in: St. Louis, Boston, San Francisco, Pittsburgh, Milwaukee, Houston, Minneapolis-St. Paul, Seattle, Kansas City, Indianapolis, Denver, San Antonio, Memphis, New Orleans, Portland, Ore., San Diego, Miami, Oklahoma City, Jacksonville -- to scan top 50 cities only.

[For analysis of any particular city, consult State and city channel allocation tables in our TV Allocation Report herewith.]

After subtracting educational allocations, there aren't very many vhf left for commercial newcomers -- and a scramble for these can be expected. Portland and Denver, with no stations now, can get 3 commercial outlets each. Major cities with 2 left: Seattle, St. Louis, Minneapolis-St. Paul, Miami, New Orleans.

But only one commercial vhf channel each is available to such big towns as San Francisco (presumably still reserved for Don Lee), Pittsburgh, Milwaukee, Houston, Buffalo, Kansas City, Ft. Worth, Indianapolis, San Antonio, Rochester, San Diego, Toledo, Providence, Oklahoma City, Richmond, Jacksonville, Norfolk.

Akron and Worcester, also among top 50, also without TV now, are left out in cold. They get no vhf, are given 3 & 2 uhf, respectively. It's an interesting fact that all others among top 50 save Miami get uhf -- plus their vhf.

* * * *

As for the uhf allocations, nobody expects much of a scramble for them in areas already vhf-served (though some may apply for them in hopes they turn out to be bonanza). Their great promise is in non-TV areas, where both telecasting and

receiver business can start from scratch. Otherwise, they mean adapting existing sets or buying new ones capable of dual tuning. Some think color may eventually give uhf needed "oomph" in well-served vhf markets.

Allocation table puts 1357 uhf channels in 1139 towns, 127 of the channels to go to educators -- or about 9½% of total uhf as against some 13% of vhf. Comr. Hennock herself got realistic about uhf when she stated in her dissent:

"Up to now, uhf operations have been completely experimental, and we have no assurance as to when uhf equipment will be available." She points to "conversion" problem among existing vhf sets, noting that the 2,250,000 sets in New York "will be lost to education on uhf unless additional tuners and antennas are added to them. In these circumstances," she adds, "the Commission quite properly indicates concern that even commercial interests in uhf will be required to face substantial economic problems beyond those ordinarily faced by a vhf operation."

ENGINEERS FERRETING OUT UHF ANSWERS: Immediate future of uhf is in hands of defense mobilizers -- availability of materials playing large part in plans for building stations, transmitters, receivers. Nevertheless, FCC is obviously doing all it can in way of encouragement and pressure to bring out uhf, and fierce competition among manufacturers is beginning to bear fruit.

At IRE convention this week, it was evident that manufacturers are open for business in the uhf transmitter market. They can't give delivery dates yet, but they're ready for orders.

GE made biggest pitch, with 3 approaches (Vol. 7:11). One was new metal-ceramic tube giving 1 kw at 900 mc (about same at 500 mc), now in pilot production, ready for placement in transmitters; unit is about 7-in. high, 3-in. diameter, weighs only 1 lb. Second is experimental klystron, built by Varian Associates, San Carlos, Cal., good for 5 kw throughout whole uhf band, shortly to be tested in Syracuse transmitter; tube engineers say that 5-kw metal-ceramic tube should be easy to make, now that bugs in 1-kw unit have been licked. Third approach is 4-bay helical antenna featuring gain of 20.

Westinghouse revealed work on reflex resnatron, already good for 1.5 kw, with potential of 10 kw or so. RCA is said to have achieved 10 kw by combining output of 40 small tubes. And DuMont stands ready to build 1-kw transmitter.

In uhf receiver field, DuMont, Sylvania and Zenith engineers described several developments, but many more manufacturers (including tuner makers) are known to have units in the works, playing cards close to chest, seeking competitive advantage. Also, nature of FCC's allocation had to be known definitely before final designs could be fixed.

CRIME HEARING TV STILL TALK OF TOWN: TV apparently has firmly established itself as the No. 1 medium for reporting Congressional hearings -- in fact, any news event falling within the ken of its lens.

The electrifying impact of Kefauver Crime Committee telecasts from New York and Washington -- fascinating even to those who may skip news pages or ignore radio public service programs -- gave more than hint of TV's potentialities, was subject of countless news stories, editorials, columns.

It revived suggestions that Congress itself be telecast, led Rep. Javits of New York to assert on House floor that hearings have proved desirability of "figuratively enlarging Congress visitors' galleries to accommodate every citizen of U.S."

But still left open is legal question whether a witness can be forced to testify before TV cameras (Vol. 7:11), for St. Louis "betting commissioner" James J. Carroll, who walked out on St. Louis hearing because of TV cameras, returned to Washington hearing March 22, asked and got same privilege as underworld figure Frank Costello -- namely, that his face be kept off screen.

It purged Carroll of contempt charge -- but robbed TV of test case. Sen. Kefauver took occasion, after 45-minute wrangle at which Carroll protested not only TV but radio and newsreels, to give us his views on TV's place in public hearings:

"TV is a great means of public communication. So long as the lighting, heat

and other physical conditions are not obnoxious to the witnesses, TV should have the same rights as movie cameras, radio and the ladies and gentlemen of the press. I can't see any difference between accommodating all the people the hearing room can hold and televising the proceedings."

As dispute over ethics and legality of televised hearings continued, Sen. Wiley (R-Wis.) suggested voluntary code to assure fairness and help make TV "the greatest constructive force for public education achieved in this century."

* * * *

There's little doubt hearings have been TV's biggest show to date -- as illustrated by these items:

Hearings earned 26.2 Hooperating Monday morning in New York, with TV audience 18½ times size of average weekday morning audience. Afternoon session had 31.5 rating, 86.2% share of TV audience, evening session getting 29.2 & 39.9.

Effects were felt heavily, New York and Washington stores alike reporting sagging sales, non-TV bars empty, TV bars filled to capacity -- even Red Cross blood donations falling off in New York until TV sets were installed at donor centers.

NBC's formal request that ban on televising Costello's face be lifted, asking same privileges as newsreels (run off on TV later anyhow), was turned down by Sen. Kefauver with observation that "it is more important [that] we have his testimony than that he be televised in the act of giving it."

* * * *

Sidelights on the televised hearings made good newspaper copy: Chicago gangster Jake Guzik, who refused time after time to answer Committee questions on grounds that "it might incriminate me," was asked by Sen. Wiley where he learned the phrase. "I heard it on TV," he replied. Likewise, students at a Queens public school were reported replying to teachers' questions, "I refuse to answer on the grounds that it may incriminate me."

APPROACHES to compatible color system featured all 10 highly technical papers at two IRE convention sessions. Tenor of discussion was that basic outlines of system are agreed upon and that specific details will be written out soon.

Authors of papers—from Bell Labs, Philco, DuMont, Hazeltine, GE, Sylvania—seemed to feel RCA is on right track, but doesn't necessarily have the only answer. Fundamental agreement of symposium participants makes it probable that single compatible system will emerge, eventually be presented to FCC.

CBS felt it was being ignored—though it (with Remington-Rand & Gray Mfg. Co.) conducted well-attended demonstrations daily. So v.p. Adrian Murphy got up during question period at March 20 evening symposium, attended by some 1500, said:

"I'd like to remind this group that another group—the Supreme Court of the United States—will hear about color next Monday [March 26]. You may have heard that the FCC held hearings on color during 1949 and 1950. You may recall that it adopted the field-sequential system.

"Compatible systems are very interesting and are a bright spot for the future—if they can be achieved. I thought you might be interested in this further information." A few applauded.

* * * *

Depth of the cleavage over color that exists between FCC and the TV-radio engineering and industrial fraternity was indicated in blunt March 21 IRE banquet address by RTMA president Robert Sprague—a sort of valedictory before turning RTMA post over to Glen McDaniel as of April 1 (Vol. 7:2,7). He aimed it largely at accusations by FCC Comr. Jones in First Color Report (Vol. 6:35).

"It is obvious," said Sprague, "that were it not for the engineers there would be no TV. Less widely known is the fact that there would be no TV as we know it today except for the unselfish work of a large number of engineers who have consistently sought to protect the public interest, as well as the interests of the industry, by resisting experiments conducted at the expense of the consumer's pocketbook.

"It is certain that if the action of these engineers, and of the industry generally, had been only self-seeking, or faulty, or erroneous—as has been recently implied by a member of the FCC—the public would have rebelled and TV would not be the multi-billion industry it is today . . .

"Comr. Jones stated that [color] hearing had made it 'crystal clear that the industry's engineers were unsound analysts' and in 1946 and 1947 had given testimony which was 'completely worthless' because 'their economic interests blinded their engineering judgment.' He added moreover that there was 'grave doubt' that these engineers could 'be relied upon to predict the potential performance of any system whose adoption might prejudice their economic interest.'

"If wholesale indictment of your great profession . . . were not so damaging and unfair, it would be ridiculous . . . I only urge you to continue to be guided in the future, as in the past, by your own high standards, as I venture to offer you this credo and code for engineers:

"Differences of engineering opinion can and should honestly exist. Unanimity of engineering judgment is not necessarily desirable.

"Changes in engineering opinion resulting from the passage of time and the gaining of experience are healthy, and normally to be expected.

"It is improper and futile to ask engineers to reach final and valid conclusions at too early a stage in the development of new systems or equipment."

Applause of conventioneers and congratulations Sprague received left little doubt of engineers' feelings.

Station Accounts: Seventeen sponsors, mostly national, are participating in *Come into the Kitchen*, Mon.-thru-Fri. 3-3:30 p.m. feature on KTTV, Los Angeles, among them: Blair Milling Co. (Ezy angel food cake mix), thru Jerome G. Galvin Adv., Kansas City; Converted Rice Inc. (Uncle Ben's rice), thru Leo Burnett, Chicago; American Maize-Products Co. (Amazo instant dessert), thru Kenyon & Eckhardt, N. Y.; Purex Corp. (bleach), thru Foote, Cone & Belding, L. A.; A. E. Staley Mfg. Co. (Sta Flo starch), thru Ruthrauff & Ryan, Chicago; American Molasses Co. (Grandma's molasses), thru Charles W. Hoyt Co., N. Y.; Tea Garden Products Co. (jellies and preserves), thru BBDO, San Francisco . . . New York State Dept. of Commerce, to promote state, is placing 1-min. films thru BBDO . . . Goebel Brewing Co., Detroit, expanding to Pacific Coast, has bought new Vitapix half-hour time-talent package, *The Jerry Colonna Show*, reportedly costing $6000 weekly, for placement on KGO-TV and KECA-TV, possibly other stations, thru Russell, Harris & Wood, San Francisco . . . Hotel Utah, Salt Lake City, sponsoring Tue. & Thu. 4:30 show on KSL-TV titled *Uncle Roscoe's Playtime Party* . . . Among other advertisers currently reported using or preparing to use TV: Somnyl Pharmacal Corp. of America (Nu-Pax sedative), thru Emil Mogul Co., N.Y.; Sunnyvale Packing Co. (Rancho soups), thru Russell, Harris & Wood, San Francisco (KECA-TV); Flex-Let Corp. (Flex-Let watch bands), thru Ben Sackheim Inc., N. Y.; Airmaid Hosiery Mills, thru J. B. Taylor Inc., Dallas; Chunk-E-Nut Products Co. (home popcorn pack), thru C. J. LaRoche & Co., N. Y. (WABD); Grosset & Dunlap Inc. (books), thru Madison Adv. Co., N. Y. (WABD); Austin Motor Co. Ltd. (Austin cars), thru J. M. Mathes Inc., N. Y. (WABD); Herbert M. Adler (shoes for men), thru Frederick-Clinton Co., N. Y. (WABD); Foremost Dairies Inc., thru Fletcher D. Richards Inc., N. Y. (WABD).

Network Accounts: Time Inc. extended its sponsorship of Kefauver Crime Committee telecasts through New York and Washington sessions on 19 ABC-TV stations, will continue to conclusion, thru Young & Rubicam, N. Y. . . . Sponsored Easter Day specials on TV networks included: Philco Corp.'s *Uncle Miltie's Easter Party*, starring Milton Berle, on NBC-TV, 3-4, thru Hutchins Adv. Co., Philadelphia, and Lutheran Laymen's League's *Bringing Christ to the Nation* on ABC-TV, 3:30-4, thru Gotham Adv. Co., N. Y. . . . Easter Parade was sponsored by Sanson Hosiery Mills on NBC-TV, noon-1, thru Dorland Inc., N. Y.; by Old Gold on DuMont, 11:30-1, thru Lennen & Mitchell, N. Y.; by Wamsutta Mills, thru McCann-Erickson, N. Y. and Bulova Watch Co., thru Biow Co., N. Y. on CBS-TV, 12:30-2 . . . Bymart Inc. (Tintair) March 19 moves *Somerset Maugham Theatre* from CBS-TV to NBC-TV, alt. Mon. 9:30-10:30, thru Cecil & Presbrey, N. Y.; will replace Procter & Gamble's *Musical Comedy Time* cancelled March 19 . . . Starting April 28 Bymart will also sponsor *Sam Levenson Show* on CBS-TV, Sat. 7-7:30, thru Cecil & Presbrey, N. Y.; will replace Oldsmobile cancelling April 21 due to cutbacks . . . Emerson Drug Co. (Bromo-Seltzer) March 18 started sponsorship of *Rocky King, Detective* on DuMont, Sun. 9-9:30, thru BBDO, N. Y.; replaced Arthur Murray Studios' *Arthur Murray's Party Time* moving to ABC-TV April 2 (Vol. 7:11) . . . Ford Dealers April 5 substitute *James Melton Show* for *Ford Star Revue* on NBC-TV, Thu. 9-10, thru J. Walter Thompson, N. Y. . . . Texas Co.'s *Texaco Star Theatre*, starring Milton Berle on NBC-TV, Tue. 8-9, June 12 starts a 13-week hiatus.

Robert S. Peare, 50, GE advertising and publicity v.p., and as such in charge of its Schenectady TV and radio stations, died of heart attack March 17 in Schenectady.

Telecasting Notes: Song pluggers are turning to TV (as they did to AM) as "prime exploitation factor, one which is likely to outweigh radio in the long run," reports *Billboard*, which recalls that ASCAP once charged the broadcaster with "the murder of music" . . . Milton Berle, 42, gets 7-figure contract "for 30 years" from NBC, covering exclusive services as actor, producer, writer or director; it's either a capital gains or spread-the-income deal, though neither side will discuss matter . . . TV's high pay and good hours (daytime rehearsals) have created shortage of chorus girls for night clubs and stage, says *New York Times*, citing these weekly union minimums for experienced performers: night clubs $70, Broadway shows $75, one-hour TV show $125 . . . Remotes direct *From the Governor's Office*, with Gov. Kohler and legislators participating, are latest public service on WTMJ-TV, Milwaukee; it's 90-mi. haul from Madison, and show is Sat. 5:30 . . . Hollywood's KTSL, now operated by CBS, has added 20 engineers under TV technical chief Herbert A. Pangborn . . . United Television Corp., Paramount Bldg., New York, organized to book movies for TV, reports 300 features, 60 westerns, 200 cartoons, etc., available; Arche Mayers is president, Robert Wormhoudt sales mgr., Connie Lazar program mgr. . . . NBC producer-director Herbert Bayard Swope Jr. acquires TV-radio rights to Sax Rohmer *Fu Manchu* stories, giving NBC first refusal . . . NBC "O&O" v.p. James M. Gaines subject of "New York Close-Up" sketch in March 23 *Herald Tribune* . . . Series on Navy history from previously unreleased Allied and enemy film, will be carried by NBC-TV starting late this year, first 26 weeks as recruiting aid; supervising program will be Henry Salomon Jr., asst. to Capt. Samuel Eliot Morison in compiling official *History of U. S. Naval Operations, World War II*, basis of series . . . Aimed at 6th grade classrooms (with 6 schools picking first show up and very enthusiastic), series of 8 music appreciation shows began on Washington's WNBW March 14, will continue Wed. 10-10:30; it's experiment resulting from year's study, says station, and "did not come about merely as a sop to the current advocates of educational TV." The producers had tough choice to make March 21, but decided to break into Kefauver telecasts "because of advance commitment"—interrupted Costello highlight.

Personal Notes: DuMont Network appoints Clarence G. Alexander, onetime NBC-TV, director of network operations, upping Norman W. Drescher to director of station relations, and Joseph W. Hess to director of budget and general services . . . John M. Boyland, ex-NBC, joins ABC-TV station relations as regional mgr. . . . Forrester Mashbir, ex-KPIX, joins KTTV, Los Angeles, as sports director . . . Dr. Joe Zimmerman, TV Workshop director of Temple U, named production supervisor of WFIL-TV, Philadelphia . . . James G. Cominos, ex-v.p. and TV-radio director of LeVally Inc., Chicago agency now liquidating, joins Needham, Louis & Brorby as v.p.

More rate increases reported: WSB-TV, Atlanta, March 1 raised base hourly rate from $325 to $500, one-minute announcements from $52 to $80. On April 1, WNBW, Washington, goes from $450 to $550 & $100 to $120; WDAF-TV, Kansas City, from $400 to $450 & $80 to $90; WFAA-TV, Dallas, from $300 to $400 & $45 to $60; WBAP-TV, Fort Worth, from $300 to $400 & $45 to $60. On June 1, WTVJ, Miami, goes from $375 to $550 & $65 to $95. On July 1, WBTV, Charlotte, raises rate from $300 to $400 & $50 to $65.

Main NARTB (NAB) convention speakers during April 15-19 sessions in Chicago's Stevens Hotel will be Gen. Omar Bradley, April 17, with off-the-record session afterward, and FCC Chairman Coy, April 18.

Television Digest WITH AM-FM REPORTS
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Trade Report
March 24, 1951

FIRST QUARTER OUTPUT 2,000,000: Looks like first 1951 quarter TV output will run somewhat over 2,000,000 units, as against 1,605,200 for same 1950 quarter and very nearly 2,500,000 for fourth 1950 quarter. Output was 181,008 in 11th week (ending March 16), RTMA reports, holding close to preceding week (Vol. 7:11) but staying down from peak of 190,291 in week ending March 2. Total for 11 weeks thus far reported is 1,876,643. Factory inventories as of March 16 were 196,326 as against approximately 180,000 each of preceding two weeks.

Radios went up slightly -- 364,916 units for 11th week, as against 355,044 preceding week (Vol. 7:11). Factory inventories were 142,247 vs. 146,848 week earlier. Total radios for 11 weeks: 3,647,846. Production for week ending March 16 was 213,441 home radios, 122,125 auto, 29,350 portable.

TRADE BECALMED, AWAITS APRIL PUSH: TV trade continued too slow this week to clear glut of inventories of high-priced units -- even Kefauver telecasts (see p. 4) and prospect of baseball failing to serve as sufficient buying stimulants.

Easter over, merchandisers are praying they can bring business into calmer waters as (1) production falls off and factory shipments reduce; (2) production is concentrated on lower-priced sets; (3) "powerhouse promotion," to quote one leader, is put behind big sales drives in April.

There's plenty of worry but nothing like panic -- and such distress selling as occurs is highly localized.

* * * *

Despite the blues -- felt in other appliance lines, too, and blamed more on Regulation W than any other single factor -- no major manufacturer up to this writing has followed Admiral's lead in ordering list reductions (Vol. 7:11).

They're all concentrating now on the smaller and cheaper models that sell easier and bring customers into stores -- but Emerson, Crosley, DuMont, GE, Philco, RCA, Zenith flatly state they have no intention of cutting prices.

Several say they anticipated pre-Easter slump, so weren't hit too hard -- noting that the Admiral cuts were all on its low-end plastic models against which they're competing with wooden units. RCA, Philco, Emerson, DuMont -- and it can be presumed Admiral and others, too -- will burgeon forth shortly with huge advertising campaigns, and some are going to push hard on radios now. Motorola expects to make up lower second quarter TV production with auto radios and portables.

"There's nothing wrong with this business," one big manufacturer told us, "except too much high-priced stuff and not enough low-end merchandise. We'll simply give them more low-end, and go back to normal selling." "Normal selling" appears to mean vigorous promotion, liberal trade-ins, public prize contests, salesmen's trips to Miami or Bermuda or Mexico, giveaways of lamps, record albums, etc. etc.

Table models weren't too plentiful, even when Admiral broke its prices. Admiral's troubles weren't with that item; it's rebating on only a few thousand in pipelines when $30-$40 reductions were ordered.

* * * *

It's a curiously ironical turn of events that news of production cutbacks, apparently inevitable as Washington mat rials controls tighten, should actually be hailed with pleasure by some of same folk who not long ago were bemoaning inability to get enough sets to meet demand.

That's how it is in TV today. Some distributors and dealers are actually begrudging manufacturers their big 1950 sales and earnings, blaming them for (a) failing to give them benefits by way of better discounts, and (b) loading them up while failing to foresee current dip in demand.

At factories, they're still waiting for flood of defense orders -- expected

long before now. Most are quietly cutting back. DuMont announced 4-day week for receiver and parts divisions (not tubes), starting March 26, attributed this to steel limitation order (Vol. 7:11), stating this was preferable to laying off personnel. It was disclosed by union sources in Chicago that Admiral had shut down 2 production lines March 14, resuming them March 22.

Emerson is resuming production of 14-in. plastic table at $179.95, frankly as price leader, and Hallicrafters this week announced 14-in. ebony leatherette table at $199.95, in mahogany finish $219.95.

Philco probably won't hold usual big convention this summer, encouraging instead regional dealer conventions (including Bermuda cruises already arranged).

Nobody's talking "new" spring or summer lines yet, though there probably will be some such items by time of Chicago Furniture Mart in June.

As for substitute materials, they're simply being "inched into" current lines, with minimum of fanfare even by their prime promoters.

* * * *

Few think second quarter, even if it gets good push from April-May promotions, will equal first quarter's production -- or even sales. Nearly everybody seems sure materials shortages really will begin to pinch third quarter, some even fear for civilian supplies at all fourth quarter. Normally, it's calculated year's production and sales should be 25% first quarter, 15% second, 25% third, 35% fourth.

Topics & Trends of TV Trade: Competition for engineers reached almost frantic stage at IRE convention in New York this week. Men were wooed by hundreds of companies; many carried half dozen tempting offers around in their pockets.

Giant bulletin board in Waldorf-Astoria headquarters carried scores of placards extolling life in "Sunny California," etc. Company representatives took hotel suites, enticed engineers up for drink and subtle suasion. Not only electronic engineers are being sought. Hunt is on for physicists, chemists, draftsmen, mechanical engineers, too.

The aircraft companies—Hughes, Fairchild, et al—were in there pitching, with blandishments as great or greater than those of strictly electronic firms. Striving with the rest were govt. agencies—Defense Dept., Bureau of Standards, etc.

Kids just out of school felt like high-school girls dancing with All Americans—and old-timers blushed at calculated compliments.

* * * *

Retail sales of TV-radio and household appliance dealers dipped 14% from December 1950 to January 1951, Census Bureau reports in its January *Trends in the Electrical Goods Trade*. This is considerably less, percentagewise, than the 40% drop from December 1949 to January 1950 or the 41% drop from December 1948 to January 1949. Estimated total U. S. sales by retailers in this category were $307,000,000 in January 1951, or 45% higher than the $212,000,000 reported in January 1950.

TV panel will be feature of Canadian Assn. of Radio & Appliance Dealers' convention April 1-4 in Royal York Hotel, Toronto. Panel speakers include Crosley v.p. W. A. Blees. Other convention speakers include NARDA president Mort Farr, RCA TV sales mgr. D. D. Halpin and GE traffic appliance merchandise mgr. A. L. Scaife.

Sheldon Electric this week posted price reductions from $2 on 10-in. CR tubes to $10 on 20-in., said to be result of new speed-up equipment making Irvington (N. J.) plant capable of producing up to 5000 units daily.

Next Chicago Furniture Mart is scheduled for June 18-28. San Francisco's summer mart set for July 16-20.

Trade Miscellany: RCA Victor's big ad campaign breaks April 15, timed for start of National Baseball Week, will urge attendance at games "but if you can't make the game today, see it on TV" . . . Emerson's factory-paid advertising includes full-page newspaper ads plus radio and TV promotion, and big schedule of magazine space . . . DuMont for first time is authorizing trade-ins, part of promotion tied in with its 20th anniversary; also going heavily into consumer magazines and TV . . . Big sponsor of TV time, particularly sports, Hoffman Radio has own staff TV program producer—John More, ex-Brisacher, Wheeler & Staff . . . Crosley's Wm. A. Blees subject of biographical sketch in March 20 "Business and Finance Leaders" column in *New York Herald Tribune*.

Plant Expansions: Philco has acquired 3 new plants in Bedford, Ind., adding about 175,000 sq. ft. to its present 4,200,000 sq. ft., anticipating use for govt. work; they're one-story buildings, never before occupied, purchased from Tecumseh Products Co., Emerson Electric Mfg. Co., Acklin Metal Products . . . Tung-Sol has acquired 100,000 sq. ft. plant in Washington, N. J. formerly occupied by Pohatcong Hosiery Mills, will use it for defense tube production . . . Hytron closed deal for 60-acre tract in Danvers, Mass., plans to build new plant there (Vol. 7:4).

Nation-wide publicity, including full-page reprints of songs, also kudos from civic interests, were rewards reaped by Washington-Baltimore Motorola distributor James H. Simon for sponsoring, in conjunction with Motorola, contest for "state" song for District of Columbia; winner was professional songwriter Jimmie Dodd, of Hollywood, who got $1000 plus all royalties. There were 3627 other entries, 4 other winners (of Motorola sets).

Gabriel Co., Cleveland, which manufactures shock absorbers, coil springs, thermostats, etc., and of which Ward Products (TV antennas) is a subsidiary, has taken over Radio Workshops Inc., Needham Heights, Mass., specialists in antennas, and will operate it as a wholly-owned subsidiary.

FTC hearing on its complaint against Sylvania tube pricing practices (Vol. 6:2, 7:12) postponed to April 27, when Sylvania and Philco attorneys will argue motion to dismiss charge Philco was favored with special prices.

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Mobilization Report
March 24, 1951

DOLLAR VOLUME OF MILITARY ORDERS: Military electronics production will reach peak annual rate of $2.5 billion in fall of 1952, said RTMA president Robert Sprague in IRE convention address March 21 -- first such estimate to be made public by such an authoritative source. Thereafter, he said output will fall back to $1.5 billion annual rate. He was referring to military electronics-communications program as whole, noted military production dollars have "about half the impact [of] civilian production dollars" because of higher specifications and non-electronic parts.

"These figures indicate," he said, "that our industry will not be so heavily loaded with military contracts but that it will be able to maintain a substantial amount of civilian production, even at the peak of the military output -- except in the unfortunate event of an all-out war. Apparently only the shortages of certain critical materials will prevent manufacturers from turning out as many radio and TV sets as their plant facilities and military orders will permit.

"It is, therefore, highly important that govt. officials make provision in their planning for the healthy continuation of our civilian economy, for we do not know when all of the present manpower and production facilities in our industry may be needed for the nation's defense."

Study of TV industry by broker Fahnestock & Co. says that, since Korean War started, $1.8 billion of military electronics orders have been placed, estimates total of $3.5 billion by mid-1951, more than $7.6 billion by mid-1952.

That's not far off -- if you use rule-of-thumb estimate that electronics-communications account for roughly 10% of all military procurement. Official Defense Dept. report for first 8 months of fiscal 1951 shows $19.7 billion obligated overall, another $3 billion soon to be let. Defense Dept. also revealed recently that $87 billion out of total of $123 billion military appropriations for fiscal 1951 & 1952 would be for materials procurement, which indicates $8.7 billion for electronics-communications (Vol. 7:3).

Recent estimate by Wall Street Journal put actual deliveries of overall military items at $20 billion in 1951, figured $50 billion each in 1952 & 1953, then decreasing amounts.

RTMA MARSHALS CONSERVATION SKILLS: RTMA's "share the know-how" plan to conserve critical materials (Vol. 7:11) received full stamp of approval from members at big March 21 meeting in New York's Hotel Commodore. RTMA's attitude was well summed up by meeting chairman Dr. W. R. G. Baker (GE), RTMA engineering dept. director:

(1) "No company has a monopoly on brains."

(2) "If we show Washington exactly what we have achieved and will achieve, we'll get a hell of a lot more help from down there."

Some 100-plus attendees, mostly top engineers, agreed to following organizational setup:

Chairmen of existing major RTMA engineering departments become chairmen of "Material Bureaus" for their respective departments, appoint other members of their Bureaus, set up task forces. An Advisory Council will coordinate Bureaus.

Chairmen are: M. R. Briggs, Westinghouse, transmitters; L. M. Clement, Crosley, receivers; R. J. Biele, GE, components; O. L. Angevine Jr., Stromberg-Carlson, sound equipment; V. M. Graham, Sylvania, Joint Electron Tube Engineering Council (of RTMA & NEMA). Chairman for special equipment is to be named later.

Advisory Council comprises foregoing -- plus D. B. Smith, Philco, RTMA vice director of engineering; Ralph Batcher, RTMA chief engineer; D. D. Israel, Emerson, chairman of general standards committee. Mr. Clement heads up Council.

Discussion of conservation problems during rather brief session brought out several things on engineers' minds:

(1) Those manufacturers who've always conserved fear that NPA, through its "base period" materials limitations, may actually be rougher on them than on wasteful producers.

(2) Standardization of "conserved" components will be a major topic from now on. For example, how much should resistor leads and bushings be shortened? Some end-product makers (TV or otherwise) can't use them if they're too short, would have to redesign sets or other devices.

(3) Ample warning of shifts to new types of components must be given to everyone, lest component makers find demand outrunning productive capacity. Example: Sudden big demand for copper-clad steel wire would swamp wire makers.

(4) When and how to "go the whole hog" -- redesign sets, rather than snip off a little here and there without changing basic design -- worries many. One engineer suggested designers speed up industry's historical trend to smaller, less complex sets. He placed considerable hopes in hiked TV transmitter power.

(5) Underwriters Laboratories must be consulted before various conservation measures are adopted.

* * * *

Engineers themselves are surprised at continued availability of components. One smaller producer said he'd given his suppliers go-ahead on shorter leads, copper-clad wire, etc., but continues to get all the conventional types he can use. Another insisted that nothing has yet become really tight, said:

"I'm naturally pessimistic, but my fears have continually proved unfounded. I've just quit worrying. If shortages come, they come, but I haven't seen any yet."

Nice military backlogs are keeping some manufacturers happy -- and giving them new worries. One reports that engineers are the only "component" he needs: "Both conservation measures and military development use a lot of engineers. It's not like production of established goods."

Mobilization Notes: Newly planned top-level Electronics Production Board (Vol. 7:11) will get chairman from high in the electronics industry, probably next week. Representatives of govt. units that will come under this overall defense agency held first meeting March 19, with DPA Administrator Wm. H. Harrison acting as chairman.

Gen. Harrison officially announced formation of board March 21 in statement pointing out that use of electronics equipment has reached such widespread proportions in industry, defense and communications that any lag in electronic production could affect entire mobilization program. He said operation of ships, tanks, planes, missiles, guns and atomic devices would be impossible today without electronics.

Board's primary function "is to make certain that no electronic bottleneck stymics any element of the defense effort," DPA announced. "This requires intensified attention to research and development, facilities expansion and production engineering if the required equipment is to be available at the time that it is needed for . . . basic weapons of war."

As announced, board will consist of chairman appointed by Harrison, NPA's Electronic Products Div. director (John Daley), general manager of Atomic Energy Commission (Marion W. Boyer) and "representatives of DPA and Defense Dept., and such additional representatives of the Munitions Board and the Armed Services as may be agreed upon."

Board will determine total requirements—military, industrial, civilian and foreign—for electronic products, and will recommend to various agencies methods for their distribution. Board will also "recommend policies and procedures for insuring required production, including plant expansion, conservation and standardization of products."

Details of controlled materials plan (CMP) are expected to be announced by NPA next week (Vol. 7:3). Under CMP, Govt. will ration steel, copper and aluminum, beginning July 1. Best information is that planners now favor "open-ended" CMP, with the 3 important metals being doled out for defense and defense-supporting requirements only. To ease scramble for remaining supply, proposed limitation system would grade essentiality of civilian requirements. Avalanche of govt. forms and red tape may come shortly after April 1.

Two big orders for radar equipment highlighted list of unclassified contracts negotiated by Air Force week ended March 9. Although Defense Dept. recently clamped security lid on dollar values of contracts awarded (Vol. 7:10), Air Force spokesman said this list had been prepared and cleared before new restrictions went into effect. Awards on list for electronics and related equipment (over $100,000): Bendix, $13,000,000, radar equipment and sets; Gilfillan Bros., $9,500,000, radar equipment; Federal Telephone & Radio, $6,373,475, ground radio transmitters; Raytheon, $1,116,808, magnetron tubes; Webster-Chicago, $142,000, radar receivers.

Electrostatic 30-in. tube is planned, presents no unusual difficulties, according to DuMont engineer H. Grossbohlin. During IRE convention press conference, he said company doesn't plan rectangulars with same picture area. Tube has 90-degree deflection, compared with 66 for 19-in. tube, yet is only 24-in. long—2 inches more than 19-in.

Full-scale congressional probe of administration of mobilization program will start April 4, with more than 50 witnesses, including Defense Mobilizer Charles E. Wilson. Joint Senate-House Defense Production Committee chairman Burnet R. Maybank (D-S. C.) indicated tax amortization program will be one of inquiry's focal points.

Trade Personals: Frank Folsom, RCA president, due back in New York April 2 from month's vacation visiting daughter and grandchildren in Palm Beach . . . Rear Admiral Stanley F. Patten, USN ret., asst. to president Allen B. DuMont since 1947, named DuMont Govt. Dept.'s director of mobilization planning, handling Federal controls, security matters, etc. . . . Donald N. Berry, ex-Hathaway Instrument Co., Denver, named new Hoffman Radio chief mechanical engineer under engineering v.p. John A. Rankin . . . R. M. Butler appointed asst. sales mgr., International Resistance Co., succeeded as jobber contact man by J. F. Whitaker . . . F. J. Cooke, chief engineer of Remington Rand's electronic tube laboratory, recently sold to Reeves Soundcraft Corp., now gen. mgr. of Reeves colorcraft and magnetic tape divisions . . . Maurice L. Levy, ex-Stromberg-Carlson, Emerson, Philco, named Tele-tone director of engineering . . . Darwin Brown, attorney for RCA tube dept., has left to join Washington law firm of Ginsburg & Leventhal, now Ginsburg & Brown, Ring Bldg.

Mobilization Personals: Four men have been added to staff of NPA Electronic Products Div. Named to radio-TV section under E. MacDonald Nyhen: **John A. Pfau,** ex-FCC radio intelligence and for 14 years utility industry engineer; **O. W. McDaniel Sr.,** ex-WPB Radio-Radar Div. To end products section under J. A. Milling: **Noble Harris,** ex-lieutenant commander in Navy electronics work, Bureau of Aeronautics. To test equipment section, under Robert B. McCurdy: **George G. Hoye,** ex-WPB Radio-Radar Div. . . . **Dr. Robert F. Bacher,** ex-Atomic Energy Commissioner, named chairman of Committee on Atomic Energy in Defense Dept. Research & Development Board . . . **Charles Franklin Kells,** asst. president of West Penn Electric, appointed director of NPA Power Equipment Div.

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Some smaller TV manufacturers are worried over their ability to fill defense orders because of loss of skilled labor due to materials cutbacks and market conditions, *New York Times* reported March 19. Other small TV firms, however, maintain loss of labor won't impair their ability to fill military contracts because they can keep skeleton staff of essential employes during transition period.

In another development, NPA Administrator Manly Fleischmann met with Small Business Advisory Committee, summarized their problems as "shortage of materials and lack of defense contracts," and pledged that preservation of small business will be major goal of his agency. Committee asked NPA to review availability of scarce materials toward possible relaxation of limitation orders in light of curtailed stockpiling, lower military demands than anticipated, and increase in raw material production.

New TV picture tube which conserves critical materials was displayed at IRE convention by Rauland Corp. Like other electrostatically-focused tubes, it makes possible savings of cobalt and copper. But unlike the others, Rauland claims, it doesn't require re-engineering of present receivers. Focusing is done with power from regular DC power supply and only added equipment needed is voltage control, according to Rauland. RCA plans to begin production of its electrostatic tubes April 1, but they may not be incorporated into RCA's sets until later date. GE says its electrostatic 17-inch tubes are being made in limited quantities at Syracuse and larger-scale production can begin on "several weeks' notice" upon demand.

Molybdenum, used in some electron tubes, will be placed under complete govt. allocation according to end-use essentiality, NPA officials told tungsten and molybdenum fabricators March 22. Among 8 industry representatives present at meeting were W. P. Kiernan, North American Philips; J. B. Merrill, Sylvania; Jack Gelok, Westinghouse.

Financial & Trade Notes: Philco sales of $335,318,000 in 1950 represented 56% increase over the $214,884,000 of 1949, with each of its divisions up. Net earnings in 1950 also went to record high of $15,484,000, equal after preferred dividends to $4.50 on 3,357,556 shares of common stock outstanding after December's 2-for-1 common stock split. In 1949, profit was $5,692,000 ($1.58).

Total taxes of $18,220,000 exceeded earnings by considerable margin, and during year $1.27 per share plus 5% in common stock were paid as dividends, as against $1 dividend in 1949. Working capital at end of 1950 was $41,929,069, total net worth $68,499,947, up from preceding year's $21,910,066 & $57,670,345, respectively.

Most noteworthy rise in year was 300% in TV receiver sales (reported in trade circles as around 950,000 units), with substantial increases also in radios, radiophonos, refrigerators, freezers, etc. President Balderston's report ventures no prediction for this year beyond indicating "gradual reduction in civilian business and a substantial increase in production for the Govt."

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Zenith annual report released this week discloses profit of $5,627,003, or $11.43 a share, after normal and excess profits taxes totaling $5,900,000 for "fractional fiscal year" or 8-month period from May 1, 1950 to Dec. 31, 1950. This compares with $5,268,001 ($10.70) for preceding 12-month fiscal year ended April 30. Sales were $87,704,071 for 8-month period, compared with $99,210,746 for preceding 12 months. Company changed fiscal year to conform to calendar year as of Jan. 1, 1951. Report shows sales were $134,012,595 for calendar 12-month period ended Dec. 31, 1950, net income after taxes $8,479,390.

Hallicrafters did $37,000,000 worth of business in 1950, of which 80% was TV, 20% govt. and communications equipment, according to president William J. Halligan. Halligan compared 1950 volume with $15,500,000 in 1949, predicted volume of $60,000,000 in 1951—with $22,600,000 in military orders booked at end of February. Known to be better fixed in military procurement than most, Hallicrafters topkick told distributor meeting in Chicago that first 3 months this year govt. orders are 11% of total billings; that April-May they should amount to 25% of production.

* * * *

Final CBS report on 1950 operations, issued this week, shows record gross income of $124,105,408, net profit of $4,105,329 ($2.39 per share), compared with 1949 gross of $105,397,580 and net of $4,184,079 ($2.44). Federal income taxes of $4,850,000 and excess profits tax of $600,000 held earnings down in 1950 to lowest point in 6 years (Vol. 7:6), Federal taxes for 1949 having been $3,450,000.

Trav-Ler reports net profit of $1,156,851, or $1.52 per share on 761,995 shares outstanding, on sales of $13,892,485 during 1950. Preceding year, when company was privately owned, its profit was $299,121 on sales of $7,014,870.

Avco's first quarter 1951 sales totaled $86,380,616, profit $3,590,976, or 40¢ per share. This compares with $37,919,344 sales, $1,137,581 profit (15¢) same 1950 period.

Standard Coil Products Co. reports net profits of $5,266,442 on 1950 sales of $35,632,396, compared with 1949 profit of $2,579,279 on $16,594,626 sales.

Hoffman Radio 1950 sales were $29,580,510, net profit $1,923,052 ($3.37 per common share) vs. 1949 sales of $11,987,000, profit $1,276,036 ($2.24).

Decca Records reports net profit of $1,004,177 ($1.29 a share) on 1950 sales of $21,408,618 vs. $830,870 ($1.04) on $19,820,987 in 1949.

ABC reports 1950 profit of $84,605, as against net loss of $519,085 in 1949 after tax credit then of $327,000.

NBC Count of TV Sets-in-Use by Cities

As of March 1, 1951

Estimates are sets within .1 Mv/m contours (60 mi.), excluding overlaps

BECAUSE each TV station has a different pattern of coverage, and because so much dispute has arisen over estimates of total families within range, *The Digest* is reluctantly constrained to eliminate family figures in these monthly tabulations by NBC Research. Henceforth, we shall publish only estimated sets-in-use within .1 Mv/m contours (roughly, 60 mi.), as compiled by NBC Research each month—only such statistics gathered within the industry that bear any semblance of scientific effort. It should be noted, too, that *overlaps in coverage* of neighbor-city stations are eliminated, viz., Boston-Providence, Baltimore-Washington, etc.

March 1 tabulation shows increase of 601,900 over Feb. 1 (Vol. 7:8), brings total sets-in-use to 11,748,400. These are the breakdowns (consult individual stations for estimates of number of families within range):

Interconnected Cities

Area	No. Stations	No. Sets
Ames (Des Moines)	1	47,600
Atlanta	2	96,500
Baltimore	3	285,000
Birmingham	2	46,400
Bloomington, Ind.	1	15,000
Boston	2	701,000
Buffalo	1	191,000
Charlotte	1	61,400
Chicago	4	890,000
Cincinnati	3	243,000
Cleveland	3	454,000
Columbus	3	137,000
Davenport-Rock Island	2	49,600
Dayton	2	120,000
Detroit	3	437,000
Erie	1	44,400
Grand Rapids	1	76,900
Greensboro	1	57,500
Huntington	1	38,000
Indianapolis	1	117,000
Jacksonville	1	28,000
Johnstown	1	75,100
Kalamazoo	1	35,000
Kansas City	1	108,000
Lancaster	1	84,600
Lansing	1	46,000
Louisville	2	82,900
Memphis	1	79,300
Milwaukee	1	225,000
Minneapolis-St. Paul	2	251,000
Nashville	1	24,800*
New Haven	1	144,000
New York	7	2,240,000
Norfolk	1	60,300
Omaha	2	66,500
Philadelphia	3	814,000
Pittsburgh	1	240,000
Providence	1	139,000
Richmond	1	68,800
Rochester	1	77,200
Schenectady	1	147,000
St. Louis	1	268,000
Syracuse	2	108,000
Toledo	1	87,000
Utica	1	38,500
Washington	4	244,000
Wilmington	1	59,900
Total Interconnected	80	9,950,200

Interconnected Cities—(Cont'd)

Non-Interconnected Cities

Area	No. Stations	No. Sets
Albuquerque	1	7,900
Binghamton	1	34,400
Dallas	2	109,000
Fort Worth	1	
Houston	1	69,500
Los Angeles	7	877,000
Miami	1	55,000
New Orleans	1	52,200
Oklahoma City	1	79,500
Phoenix	1	37,400
Salt Lake City	2	39,000
San Antonio	2	41,500
San Diego	1	87,000
San Francisco	3	168,000
Seattle	1	75,800
Tulsa	1	65,000
Total Non-Interconnected	27	1,798,200
Total Interconnected and Non-Interconnected	107	11,748,400

* February 1 estimate for Nashville was erroneously published as 28,000 (Vol. 7:8); correct figure should have been 24,000.

Five applications for TV stations filed this week brought total pending to 394. WEEK & WIRL, both Peoria, Ill., both asked for Channel 12; former once had CP, dropped it in 1949 (Vol. 5:22). Others were WSAV, Savannah, No. 3; WALA, Mobile, No. 3; KXEL, Waterloo, Ia., No. 3. [For further details about these applicants, principals, etc., see *TV Addenda 12-K* herewith; for listings of all applications to date, see *TV Factbook No. 12* with Addenda to date.]

Terms of ASCAP per-program licenses may have to be decided in detail by court. That's best industry opinion, following appointment last week of ex-Federal Judge Simon H. Rifkind as special counsel for all-industry music committee, and its call for contributions from all TV stations. According to best sources, if ASCAP remains adamant, New York Federal district court can set terms, under provisions of recent anti-trust decision against ASCAP. Judge Rifkind represents Emerson Radio in current color TV case.

PRIME promoter of TV, nevertheless NBC was quick to counter ANA's report on TV's impact on radio listening (Vol. 7:11)—making public this week its elaborate presentation titled "Forecast for Fall 1951" shown recently at affiliates meetings around country.

Theme of NBC study is that network radio is "greatest channel of communication to buying public"—flexible, mature, proved, not threatened by materials shortages such as face TV and publications. For October 1951, NBC foresees:

(a) TV in 14,500,000 homes—3 out of 10—but radio in 9 out of 10 as against *Saturday Evening Post* in one out of 10, *This Week* in 2 out of 10.

(b) Radio will cost $1.03 per 1000 listeners for network night half-hour, as against TV's $2 per 1000, *Life Magazine's* black-and-white page $3.55 per 1000, same in *Saturday Evening Post* $3.06, in *This Week* $2.53. Network radio will deliver 8,600,000 people for $19,484, newspapers same number for $38,530.

That's NBC's current pitch, while other trade spokesmen attacked ANA study on premise that: (1) It doesn't give radio credit for out-of-home listening, second set listening, radio listening in TV homes. (2) It doesn't show what TV does to newspapers, magazines, billboards, other media.

Meanwhile, new battle royal for AM network business seems to be shaping up—pointed up by ABC's offer to 5 NBC afternoon radio sponsors to move their 13 soap operas over to that network. Bait held out is said to be 45% discount on time charges, $1000 per week contribution toward production costs.

Pittsburgh fares none too well in allocation plan, having one vhf station on air, one channel reserved for education, only one left for commercial use—plus allotment of 2 uhf (see TV Allocation Report). But Comr. Hennock reports that city's Mayor David L. Lawrence, who is a power in Pennsylvania Democratic politics, had wired congratulations to her and stated he would urge support of her campaign for educational channels by U. S. Conference of Mayors, of which he is president. In contrast, officials of 5 Lehigh Valley colleges and number of high schools met in Easton, Pa. recently to campaign for a commercial vhf channel in area. Group doesn't intend to become licensee, but wants to present a "TV University" over commercial station. Group was headed by Dr. Levering Tyson, ex-NBC, now president of Muhlenberg College.

FCC observers of Skiatron system of coded-card subscription-TV had "no comment" on what they saw on junket March 20 to witness demonstration. At WOR-TV transmitter they saw closed-circuit demonstration, and at Skiatron New York shop they saw off-air reception. Attending were Comrs. Coy, Hennock, Hyde, Jones, Sterling, Webster, staffers Cottone, Plotkin, Braum, Allen. Only other pay-as-you look system, Phonevision, is nearing end of its FCC-authorized tests due March 31, hasn't yet indicated next step.

New Orleans will be interconnected by middle of 1952. AT&T this week announced start next July of $6,000,000 coaxial cable installation from Jackson, Miss. Circuit from Memphis to Jackson and then over to Birmingham is scheduled for completion late in 1951 (see map in *TV Factbook No. 12*). AT&T also reported that Charlotte-Atlanta microwave relay, scheduled for completion late this year, has been postponed to early 1952.

National Assn. of Broadcasting Engineers & Technicians (NABET), heretofore independent, has voted to join CIO. NABET Chicago headquarters says its 3000 members have contracts with ABC, NBC and about 80 radio and TV stations.

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Television Digest WITH AM-FM REPORTS

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TV Allocation Report
March 24, 1951

Third TV 'Freeze' Report

Proposed VHF-UHF Rules, Standards & Allocations

with

Table of TV Channel Assignments to States and Cities

(In United States & Possessions, Canada and Mexico)

Full Text of FCC Report 51-244 issued March 22, 1951 (Adopted March 21)

As Basis for hearing scheduled before Commission en banc, May 23, 1951

WITH FULL TEXTS OF SEPARATE OPINIONS OF COMRS. COY, HENNOCK, WEBSTER, JONES AND STERLING

This supersedes FCC Report 49-948 adopted July 8, 1949, published by *Television Digest* as Supplement No. 64

In the Matters of

Amendment of Section 3.606 of the Commission's Rules and Regulations.	Docket No. 8736 and 8975
Amendment of the Commission's Rules, Regulations and Engineering Standards Concerning the Television Broadcast Service.	Docket No. 9175
Utilization of Frequencies in the Band 470 to 890 Mcs. for Television Broadcasting.	Docket No. 8976

Third Notice of Further Proposed Rule Making

1. Notice is hereby given of further proposed rule making in the above-entitled matters. For purposes of identification the proceedings to be conducted pursuant to this Notice shall be designated as "Part III". The proceedings heretofore conducted pursuant to the "Notice of Further Proposed Rule Making" (FCC 49-948) issued by the Commission on July 11, 1949, have been designated as "Part II". The proceedings heretofore conducted pursuant to the "Notice of Proposed Rule Making" (48-1569) issued by the Commission on May 6, 1948, have been designated as "Part I".

2. "Appendix A" of the Commission's Notice of July 11, 1949 (FCC 49-948) is revised to the extent set forth in "Appendix A" attached hereto. "Appendix B" of said Notice is revised to the extent set forth in "Appendix B" attached hereto.* Appendices C and D of said Notice are withdrawn and new Appendices C & D are attached hereto.

3. In view of the withdrawal of the proposals set forth in Appendices C and D of the Commission's Notice of July 11, 1949 (FCC 49-948) all comments, counterproposals and oppositions filed by interested parties with respect to said proposals are rendered moot and will not be considered further in these proceedings. All petitions heretofore filed with the Commission requesting leave to file late appearances, comments and engineering statements with respect to the Commission's proposals in Appendices C and D of the Commission's Notice of July 11, 1949 (FCC 49-948) are likewise rendered moot. Interested parties may hereafter participate in the proceedings initiated by this Notice only by complying with the procedures set forth herein.

4. The Commission proposes to amend Parts 2 and 3 of its Rules and Regulations, and its "Standards of Good Engineering Practice Concerning Television Broadcast Stations" as set forth in Appendices A, B, C, and D attached hereto.

5. It is evident that an understanding must be reached between the United States of America and Canada and Mexico with respect to the assignment of television channels along their mutual borders. Such an understanding is necessary in order to prevent undue interference between television stations in the respective countries and in order to provide a fair, efficient and equitable assignment of television channels between the United States and the above countries. Accordingly, in Appendix D herein the Commission has included certain assignments for Canada and Mexico which might be allocated on the same basis as the overall proposal if the borders between the countries did not exist.

6. As indicated above, the assignments set forth in Appendix D of the above Notice were included in the proposal only for illustrative purposes and to show the effect on the above "Table" of a reasonable number of assignments to Canada and Mexico. A series of conferences have been held with representatives of the Government of Mexico and the Dominion of Canada relating to the allocation of television channels along the United States-Mexican and the United States-Canadian borders. No formal agreements have been entered into but views are being exchanged with respect to these matters and it is expected that satisfactory understandings will be reached.

7. In preparing the "Table" of television channel allocations set forth in Appendix C attached hereto, the Commission proposes to alter existing television authorizations in 31 instances. The alterations with respect to Channel 9 in the city of Cleveland, Ohio, Channel 5 in the city of Syracuse, New York, and Channel 6 in the city of Rochester, New York, resulted from the Commission's efforts to arrive at an equitable distribution of television channels between the United States and the Dominion of Canada. The remaining 28 channel substitutions resulted from the Commission's efforts to reduce interference, make available a reasonable number of channels and to effect the maximum utilization of VHF television channels in the United States. The changes proposed by the Commission with respect to these 31 stations are set forth in the following paragraph.

8. The changes which the Commission proposes to make with respect to existing authorizations are set forth in the following table [see p. 2] which contains the name of the licensee or permittee who presently holds a grant of television facilities, the city in which such facilities are located, the channel presently assigned to the licensee or permittee, and the channel which the Commission proposes to substitute for the existing channel.

* New Appendices A and B are self-contained documents and replace old Appendices A and B [See *Television Digest* Supplement No. 64, July 11, 1949] in their entirety.

PROPOSED CHANNEL SHIFTS OF EXISTING STATIONS

Licensee or Permitee	City Affected	Present Channel Assignment	Proposed Channel Assignment
(a) Iowa State College of Agriculture and Mechanical Arts (WOI-TV)	Ames, Ia.	4	5
(b) Atlanta Newspapers, Inc. (WSB-TV)	Atlanta, Ga.	8	11
(c) Birmingham Broadcasting Co. Inc. (WBRC-TV)	Birmingham, Ala.	4	6
(d) Sarkes Tarzian Inc. (WTTV)	Bloomington, Ind.	10	4
(e) Balaban & Katz Corp. (WBKB)	Chicago, Ill.	4	2
(f) Crosley Broadcasting Corp. (WLWT)	Cincinnati, O.	4	5
(g) Radio Cincinnati Inc (WKRC-TV)	Cincinnati, O.	11	12
(h) Scripps-Howard Radio Inc. (WCPO-TV)	Cincinnati, O.	7	9
(i) Empire Coil Company Inc. (WXEL)	Cleveland, O.	9	8
(j) National Broadcasting Co. Inc. (WNBK)	Cleveland, O.	4	3
(k) Crosley Broadcasting Corp. (WLWC)	Columbus, O.	3	4
(l) Crosley Broadcasting Corp. (WLWD)	Dayton, O.	5	2
(m) Miami Valley Broadcasting Corp. (WHIO-TV)	Dayton, O	13	7
(n) Central Broadcasting Co. (WOC-TV)	Davenport, Ia.	5	6
(o) Leonard A. Versluis (WLAV-TV)	Grand Rapids, Mich.	7	8
(p) WSAZ Inc. (WSAZ-TV)	Huntington, W. Va.	5	8
(q) WJAC Inc. (WJAC-TV)	Johnstown, Pa.	13	6
(r) WGAL Inc. (WGAL-TV)	Lancaster, Pa.	4	8
(s) WAVE Inc. (WAVE-TV)	Louisville, Ky.	5	3
(t) WHAS Inc. (WHAS-TV)	Louisville, Ky.	9	11
(u) Memphis Publishing Co. (WMCT)	Memphis, Tenn.	4	5
(v) The Journal Co. (WTMJ-TV)	Milwaukee, Wis.	3	4
(w) The Elm City Broadcasting Corp. (WNHC-TV)	New Haven, Conn.	6	8
(x) WTAR Radio Corp. (WTAR-TV)	Norfolk, Va.	4	10
(y) WKY Radiophone Co. (WKY-TV)	Oklahoma City, Okla.	4	7
(z) Allen B. DuMont Laboratories Inc. (WDTV)	Pittsburgh, Pa.	3	2
(aa) The Outlet Co. (WJAR-TV)	Providence, R. I.	11	10
(bb) Stromberg-Carlson Co. (WHAM-TV)	Rochester, N. Y.	6	5
(cc) General Electric Co. (WRGB)	Schenectady, N. Y.	4	6
(dd) Central New York Broadcasting Corp. (WSYR-TV)	Syracuse, N. Y.	5	3
(ee) WDEL Inc. (WDEL-TV)	Wilmington, Del.	7	12

9. Should the proposals set forth in attached "Appendix C" be adopted by the Commission, in whole or in part, it is hereby proposed to modify the licenses and construction permits held by the licensees and permittees listed in paragraph "8" above so as to substitute in their respective authorizations the proposed channels in place of their present existing assignments as set forth in Paragraph "8" above. In the light of the information set forth in paragraphs "5", "6" and "7" herein, it is the judgment of the Commission that its actions will result in a better utilization of television channels in the United States, Mexico and the Dominion of Canada by increasing the service area of the stations already on the channels in question and reducing the interference which would be caused to new stations that will be added to the channels in question; will promote the public interest, convenience and necessity; and will more fully and completely carry out the provisions of the Communications Act of 1934, as amended. Accordingly, pursuant to the provisions of Sections 303(f) and 312(b) of the Communications Act of 1934, as amended, the licensees and permittees listed in paragraph "8" above are directed to *show cause* in these proceedings and in accordance with the procedures hereinafter set forth why their licenses and permits should not be modified as set forth in paragraph "8" above in the event the Commission deletes from their respective cities the channels listed under the heading "Present Channel Assignment" and substitutes therefor the channels listed under the heading "Proposed Channel Assignment".

10. The most important single factor which induced the issuance by the Commission of its "freeze" order of September 30, 1948, was the desire to ascertain whether sufficient mileage spacing had been provided between assignments set forth in its Table. On the basis of the data contained in the record of this proceeding the Commission is proposing the separations specified in the attached Appendix A. In the light of these separations the Commission proposes to take the following actions upon the expiration of the time specified in paragraph 12 herein for the filing of comments and oppositions thereto:

(a) The Commission will determine whether any issue has been raised which would prevent the lifting of the "freeze" with respect to channel assignments in Alaska, Hawaiian Islands, Puerto Rico and Virgin Islands. These Territories are sufficiently removed from the continental United States so as not to be involved in the separations problems of continental United States and present no assignment problem with any neighboring countries. Separations have been maintained within the Territories which are in accordance with the Commission's proposals in Appendix A. Accordingly, in the absence of any issue with respect to these separations, the Commission proposes to lift the "freeze" with respect to the above Territories without waiting to reach a final determination on all the assignments proposed in Appendix C.

(b) The Commission will determine whether any issue has been raised with respect to the Commission's proposed assignments in the UHF band. In the absence of such issue, and where serious procedural or practical objections do not exist, the Commission will consider lifting the "freeze" on applications which specifically request a UHF channel.

(c) The Commission will determine whether any issue has been raised with respect to applications by existing

television licensees and permittees to increase power in accordance with the proposals set forth in Appendix A. In the absence of such issue the Commission will consider lifting the "freeze" so far as existing stations are concerned on a case-to-case basis where it appears that a grant of increased power not in excess of the maximum specified in Appendix A will not affect channel assignment proposals offered by the Commission or by interested parties and will not unduly restrict the Commission's flexibility in reaching final determinations with respect to assignments still in issue.

(d) Should the Commission take action in accordance with the views expressed in sub-paragraphs (a), (b), and (c) above, a reasonable period will be provided for the filing of appropriate applications.

11. Based on the record compiled in these proceedings, attached Appendices A and B reflect changes in the Commission's proposals from those set forth in Appendices A and B of July 11, 1949. As indicated in paragraphs "12" and "13" which follow, the hearing scheduled herein will be limited to proposals relating to Appendices C and D. Accordingly, persons who are of the opinion that the record does not substantiate the proposals set forth in attached Appendices A and B may file statements setting forth their objections not later than April 23, 1951. Such objections shall state with particularity the specific proposal to which objection is made and the volume and page number of the transcript or exhibits containing the evidence on which their objection is based.

12. (a) On or before April 23, 1951, any interested person who is of the opinion that the proposals herein with respect to Appendices C and D should not be adopted, or should not be adopted in the form set forth herein, may file with the Commission written comments (including data, views or arguments) concerning said proposals. Interested persons favoring the proposals herein may file such written comments in support thereof. All written comments must be clear and specific as to the proposals made therein *and must be accompanied by supporting engineering statements.* Comments not accompanied by engineering statements and engineering statements which are not accompanied by comments of the interested parties will not be accepted. No comments or statements will be accepted after April 23, 1951, unless a later date is provided by Commission Order.

(b) On or before May 8, 1951, interested persons desiring to submit written comments (including data, views or arguments) in opposition to comments or counterproposals filed with respect to the Commission's proposals herein may file such opposing comments which *must be accompanied by supporting engineering statements.* Oppositions to counterprosals will not be accepted by the Commission if they advance new proposals nor will they be accepted after May 8, 1951, unless a later date is provided by Commission Order.

(c) Comments which merely *support* the comments, counterproposals or oppositions previously filed by other interested parties pursuant to this notice will not be accepted.

(d) Comments and statements directed toward specific assignments in the Commission's proposed "Table" in Appendix C herein shall show not only the effect which the proposals in said comments and statements will have on the service in the particular communities involved but also the overall effect thereof with specific reference to the priorities set forth in paragraph "II" of Appendix A herein.

(e) A copy of this Notice will be mailed to counsel for each party who appeared in Part II of the proceedings in the above-entitled matters, or to the party directly if not represented by counsel. All future notices mailed herein by the Commission will be sent only to persons who have filed comments, statements or oppositions pursuant to this paragraph. The notices will be sent to the attorney, except where a party is not represented by counsel. In such event, notices will be sent to the party. The name and post office address of each party and his attorney shall be set forth clearly on each comment filed as provided above.

(f) *An original and 14 copies* of all written comments and statements shall be filed with the Commission, as required by Section 1.764 of the Commission's Rules and Regulations.

13. (a) Notice is hereby given that a hearing will be held in the above-entitled matters before the Commission *en banc* commencing on May 23, 1951, at 10:00 a.m. in Washington, D. C. (at a place to be designated by subsequent notice of the Commission) for the purpose of hearing testimony and receiving evidence regarding the Commission's proposals in Appendices C and D herein, and such other proposals as are duly and timely filed by interested persons with respect to Appendices C and D. Any interested person who has filed written comments with respect to Appendices C and D in accordance with the provisions of paragraph "12" herein may participate in said hearing.

(b) Persons who have failed to file timely written comments or statements as required by paragraph "12" herein will not be permitted to adduce testimony or to offer any exhibits in evidence at the hearing, nor will such persons be permitted to cross-examine any of the witnesses appearing at the hearing.

(c) In view of the comprehensive nature of the proceedings herein and the desirability of concluding the hearing as soon as possible, it is requested that parties incorporate as much evidence as is practicable in the exhibits which they plan to submit. In this connection participants will be required to submit at the hearing at least 20 copies of each proposed exhibit to the Commission. In addition, participants should plan, if possible, to have available at the hearing, 100 additional copies of each exhibit for distribution to interested persons. Each exhibit should contain on the face thereof the docket numbers of the instant proceeding which may be abbreviated as follows: "Docket 8736 et al."

(d) In appropriate instances the Commission will permit participants at the hearing to incorporate by reference portions of the records of prior rule-making hearings provided that notice of intention to make such offer at the hearing is set forth in the written comments filed by the offering party and that the docket number and transcript pages are specifically identified in said written comments. Parties *may not* incorporate by reference any comments or statements heretofore filed pursuant to the Commission's "Notice of Proposed Rule Making" (FCC 48-1569) issued May 6, 1948, or to the Commission's "Notice of Further Proposed Rule Making" (FCC 49-948) issued July 11, 1949.

14. Following the closing of the record, the Commission upon consideration of all proposals, counterproposals, and evidence in this proceeding will adopt such rules, regulations and standards, as will best serve the public interest, convenience or necessity.

15. Except where other provisions are made by the Commission pursuant to paragraph "10" herein, persons who are contemplating filing applications for new television broadcast stations, or filing amendments to pending applications for new television broadcast stations, are requested to postpone the filing of such applications or amendments pending a final determination on the rules, standards and assignments proposed in this proceeding. Upon the issuance of final rules, standards and assignments in this proceeding, the Commission will issue an announcement providing a reasonable period of time during which new applications may be filed and pending applications may be amended, in conformity with the new rules, standards and assignments. Applications are requested to comply with this paragraph in order to eliminate unnecessary administrative effort and to save themselves the possibly needless expense of preparing and filing applications and amendments which may not be in conformity with the rules, standards and assignments as finally adopted.

16. Authority to issue the proposals herein is vested in the Commission by Sections 4(i), 301, 303(b), (c), (d), (e), (f), (g), (h), (r), and 307(b) of the Communications Act of 1934, as amended.

ADDITIONAL VIEWS OF COMMISSIONER COY

I AGREE with the action of the Commission in adopting the Third Notice of Further Proposed Rule Making together with Appendices A through D attached thereto. I desire, however, to express additional views with respect to Paragraph VI of Appendix A and that portion of Appendix C which relates to the reservation of specified VHF and UHF television channels for non-commercial educational television stations.

It seems unnecessary for anyone to point to his belief that television has great potentialities in the field of education. I think there is universal awareness with respect to this fact. There is, however, a startling lack of data concerning the willingness and readiness of educational institutions—their boards of trustees, administrative officials and faculties—to use television as an educational tool. The funds required to build and operate a non-commercial television station are not inconsequential. In the light of other needs of higher educational institutions—new facilities, improved salary schedule for faculty personnel, retirement programs, etc.—it is understandable that such a decision is not easily taken. The continuing cost of operations without any income is perhaps a more difficult hurdle than the funds required to build the transmitter and studios.

Television frequencies constitute an important and large part of a great national resource, the radio spectrum. It is essential that such a resource be utilized in the public interest. It certainly cannot be regarded as being in the public interest if television frequencies, now proposed to be reserved by the Federal Communications Commission, are not utilized within the reasonably near future. What is the reasonably near future with respect to this problem? It is my opinion that the reasonably near future is the time required for educational institutions to make up their minds as to whether or not they will utilize television in their educational program and in so doing decide to become an operator or a joint operator of a non-commercial educational television station. Governors of the various states, state legislatures, boards of trustees, administrative officers and faculties are all involved in this decision making. Certainly the participation of state-supported schools in this proposal to use television as a part of their educational program requires decision by state legislatures which may not meet until approximately two years from now. It certainly would be unreasonable to attempt to force decisions in such cases without allowing sufficient time for state legislatures to meet and consider the problem. Indeed, because of the magnitude of the problem more than one session of a state legislature might be required for this problem. But it does not seem unreasonable to expect boards of trustees and administrative officials of educational institutions to declare their intentions at an early date, subject to action by state legislatures.

I am of the opinion that if the proposed reservation is made final it is important for the Commission to emphasize that the reservation of channels for educational stations in no way relieves the licensees of commercial television stations of any responsibility to render a well rounded program service, including a reasonable proportion of time devoted to programs that meet the educational needs of the community. Perhaps many educational institutions will decide to use television in cooperation with commercial broadcasters rather than as operators or joint operators of a non-commercial educational station.

I believe that there are television broadcasters now operating stations in this country who are beginning to make substantial contributions in the field of meeting the educational needs of their community. In some of those cases those needs are being met upon the initiative of the television broadcaster in seeking out the cooperation of educational institutions. I realize that many of these programs are not in choice viewing hours when a large audience is available. In this connection, commercial stations already make provisions for periodic interruptions in a series of commercial programs in order to provide for the seasonal needs of the sponsor or to provide time for the program of another sponsor. There is no reason why commercial stations cannot utilize the same technique in interrupting a series of commercial programs to make way on a regular basis for a series of educational programs. For example, if arrangements can be made for Jack Benny and Bob Hope to present their television shows *in choice viewing hours* normally occupied by other talent, it would seem easy to make arrangements for educational programs to be substituted for commercial programs in choice viewing hours, thus giving such programs wide circulation and greatly increasing their effectiveness.

I do not want anyone to think that I am satisfied that commercial television stations are now meeting or in the future can meet all of the educational needs of the people of this country. However, I do know that they can do much along this line and it is my belief that they will do more in this field under the impact of competition from educational television stations than they would do without such competition. But that competition will not be a reality merely by reserving channels for educational stations. It can only become a reality if there is a clear and immediate response on the part of the educational institutions of the country indicating that they intend to utilize television in the educational process.

I am concurring in the action of the Commission in the proposed reservation of VHF and UHF channels for educational stations as set forth in Appendix C with the hope that the evidence in the ensuing proceedings will give the Commission further and more certain information than it now has as to what we may expect with respect to the utilization of the frequencies proposed to be reserved for educational stations.

SEPARATE VIEWS OF COMMISSIONER HENNOCK

I

THE Commission, in its proposed allocation plan, recognizes and adopts the principle of reserving television channels for non-commercial educational use. I believe, however, that the reservation provided for by the Commission is inadequate and ineffective in many vital respects and certainly not a sufficient recognition of the need and merit of educational television.

The Commission's proposal, by failing to give the schools a sufficient share of the remaining television spectrum, will adversely affect the course of education in the United States for generations to come.

Television, the most dynamic and effective means of mass communication that modern science has devised, enables the educator to reach into millions of American schools and homes. By now everyone has come to recognize the revolutionary changes that visual education has brought about in teaching methods. Television is uniquely qualified to utilize and spread the benefits of this modern and efficient method of education at a minimum cost. As the educators' tool, television can bring about as great an expansion and revitalization of education as did the development of printing in the early days of the Renaissance.

Our daily experience furnishes the evidence of television's amazing growth, as well as its extraordinary impact upon the minds, habits and lives of all Americans, particularly upon children and youths. Anyone who has observed a young child sitting captivated before a television receiver needs no further proof of this fact. For this reason, the Commission has a special responsibility to insure that these children, as well as adult listeners, have full access to the best in education and culture, in addition to the general fare offered by commercial broadcasters. In the hands of the educator, television can become an unparalleled instrument for developing and spreading knowledge and enlightenment—the foundations of a strong and free America.

An adequate home in the television spectrum must there-

fore be provided by this Commission for education. Without sufficient television channels at their disposal, schools and educators in all parts of our country will not be able to take full advantage of the unprecedented opportunity which television offers them. Inadequate provision for educational television primarily penalizes, not the educators, but rather the American people, who own these airwaves.

The Commission now proposes to allocate and open up for licensing all of the remaining frequencies that are available for telecasting, and, as far as we know, all that will ever be available. Provision for educational television and adequate recognition of its needs must therefore be made now or never. The reservoir of television channels is virtually being exhausted by this allocation and, for all practical purposes, future provision for educational-television channels is now being foreclosed.

In view of these facts, the Commission is particularly obligated to bear in mind the future needs and demands of the country as well as those apparent at the present time. We must think here not in terms of months or years, but of generations. We must not permit ourselves to be unduly swayed by the entreaties of those whose interest is the immediate commercial use of the medium. Foresight as to the television service of the future allows these present demands to be weighed in proper balance.

The uniquely valuable services that the educator is willing to offer on a non-commercial basis should not be lost to the American people. The Commission's duty, laid upon it by Congress, to encourage the larger and more effective use of television in the public interest, appears almost specially designed to fit the particular problems presented by educational television. The true test of a technological innovation lies in the ultimate uses to which it is put for the public benefit. I firmly believe that without full provision for education, the electronic marvel of television will not gain the respected place on the American scene and throughout the world that it should hold.

II

As I have already stated, the Commission has recognized the principle of reserving channels for educational television, but has made inadequate provision for it. We ought not, while conceding the principle of educational television, kill it in practice. Mere recognition of a principle will not of itself produce practical results. Adequate means must be supplied to properly effectuate the broad policy adopted.

I recognize that the Commission's action is in the form of a proposal and I hope that the inadequacies within it will be remedied before the action is made final. To do so, I would extend the reservation of channels for educational purposes to eliminate the following defects of the proposed plan:

The Commission's proposal does not provide suffieient channels for a nation-wide system—a minimum requirement for adequate use of television by educators.

At the outset I should like to make clear that I fully support the principle that the television spectrum in the main should be devoted to use by commercial broadcasters, in accordance with the traditional concepts of American broadcasting. Commercial broadcasters serve a very important function which non-commercial broadcasting cannot fulfill. With full respect for the scarcity of available frequencies and the acknowledged needs of commercial operations, I firmly believe that the Commission has struck an imbalance of the various interests here involved and has not provided education with the proportionate share of the channels it deserves.

The Commission, in reserving approximately 10% of the total assignments in the 48 states, has failed to provide facilities for education in a large number of cities of substantial size. Thus, there is no frequency reserved in more than one-fourth of the 168 standard metropolitan areas in the United States, although these cities range from Pittsfield, Massachusetts, with a population of 65,000, to Youngstown, Ohio, with a population of 525,000. The absence of a reservation is particularly serious in those cities where important colleges and universities and successful educational broadcasters are located. These include Lansing, Michigan (the home of Michigan State College), Lexington, Kentucky (the home of the University of Kentucky), and Springfield, Massachusetts (the home of Smith, Mt. Holyoke and the University of Massachusetts).*

The basis for the Commission's action in failing to reserve one frequency for education in the many cities where two frequencies have been assigned, can only be that such reservation would leave but one commercial station in that city and thus encourage a potential monopoly. This basis is inadequate in light of the record and the public policies here involved.

The total exclusion of educators from television and the resultant loss to these communities is too high a price to pay for the encouragement of competition between the two commercial stations in a two-channel city. These two stations, on the basis of our experience in radio as well as television, will to a large extent broadcast the same general type of programs, with too little recognition or attention to the needs of education on the air. Certainly, cultural monopoly of this kind is as much, if not more, to be abhorred than economic monopoly. As guardian of the public's airwaves and entrusted with their regulation in the public interest, the Commission should be no less concerned about cultural monopoly than about its commercial counterpart. Educational and non-commercial television, insofar as this Committee can provide, should be made readily available to every community in the United States.

The Commission's proposal in many of our largest cities, such as New York, Los Angeles, Philadelphia, Washington, Detroit, Cleveland and others, confines the reservation for education to the ultra high frequency (UHF) band, and makes no provision for educational broadcasting in the very high frequency (VHF) band now in use.

It is common knowledge that some of our greatest educational needs are to be found in these giant metropolitan centers. It is equally obvious that educational television can be most effectively used in such metropolitan areas where one station can serve from 300,000 to a million school children as well as a total population of from one to eleven million people. Furthermore, in these cities, there are available the most ample educational resources, such as funds, program material and large numbers of educational institutions and civic and community organization able to cooperate in the building and operation of educational-TV stations.

To restrict education in these cities solely to an outlet in UHF is to place it at a fundamental disadvantage, cut sharply into its potential effectiveness and add an unusually heavy burden to those already carried by the local educators. Up to now, UHF operations have been completely experimental, and we have no assurance as to when UHF equipment will be available and UHF stations in operation. In each of these cities, however, there are at least three or more VHF stations already in operation; in addition, a large proportion, if not a majority, of the families there already own VHF receivers that cannot without extensive conversion, receive telecasts in UHF. For example, there are already over two and one-quarter million VHF sets in the New York metropolitan area that will be lost to education on UHF, unless additional tuners and antennas are added to them. In these circumstances, the Commission quite properly indicates concern that even commercial interests in UHF will be required to face substantial economic problems beyond those ordinarily faced by a VHF operation. How then can the Commission, consonant with the practical realities of the situation, force educators in these localities to carry the additional burden of UHF operations, which they clearly are ill-equipped to do?

In such circumstances, it is extremely unwise for the

* In addition, there are other omissions in the Commission's proposed reservation. For example, the state of New Jersey, with its large cities, with its millions of residents plus its many fine educational institutions, has not been given a single channel for education. Still another example is Stillwater, Oklahoma, the home of Oklahoma A&M, a college which has an outstanding broadcasting record.

Commission to fail to make some provision for education on VHF in these "closed cities." The same is true, for reasons stated above, in those cities with less than three TV assignments for which no reservation at all has been made. In both situations, the effect of the Commission's action may very well be to forever deprive the people of educational television.

The record is replete with evidence as to the need for educational television in the "closed cities" and with solutions offered to meet this obvious problem. Yet despite such evidence, and its own recognition of the public policy requiring a reservation, the Commission completely ignores this question—makes no mention of it, nor any attempt to meet and solve it. No one can be unaware of the substantial difficulties involved in this problem, but I cannot believe them to be, with attention and effort, incapable of solution.

The Commission improperly provides that it will review the general situation of the reservation "from time to time . . ."

I believe, however, that the reservation of television channels should be stated unconditionally without any suggestion at all of a possible time limitation. There is no question that the Commission may review its action to determine if adequate use, in the circumstances, is being made of reserved facilities. It is equally true that the Commission may review *any* of its prior actions, including this very allocation plan in full; but while it makes no express reference to this power elsewhere in its decision, it singles out educational reservations as a subject for further scrutiny. For the Commission to expressly state the intention to review the educational reservations as a basic condition of its action, gives the reservation the flavor of being temporary as well as invites pressures on educators, as well as on the Commission, which would make the reservation a short-lived and abortive policy.

In view of the practical dynamics of the broadcasting industry, the Commission's attachment of an implied time limitation to the reservation is not a complete fulfillment of its statutory obligations. I do not suggest that the Commission will be lax in its responsibility to afford education a full opportunity to use the reserved channels. I hope, however, that the Commission's disposition to give the reservation a temporary character does not indicate a basic attitude of disbelief and distrust towards education. Education must not be given the giblets of the television turkey.

III

The Commission now faces the same problem which was presented to it in 1935 with respect to the reservation of standard broadcast radio facilities for educational and other non-profit institutions. The Commission, pursuant to a Congressional directive, held a hearing after which it recommended to the Congress that there was no need for Congressional action to reserve radio frequences for such purposes.

It should be noted that the Commission's recommendation was based upon the expectation that Commercial broadcasters, "under the direction and supervision of the Commission," would cooperate with educators and make facilities available to them for service to the public. Yet, it is well known that the Federal Radio Education Committee, which was set up soon afterwards to effectuate the Commission's purpose, was, whatever its good intentions, largely unable to achieve the hoped-for objectives concerning educational broadcasting. Its effectiveness ceased long before it became moribund, which, as evidence of the untenableness of the entire arrangement, was due to the withdrawal of its financial support by commercial broadcasters.

The Commission, in its 1935 Report to Congress, went on to say:

"The Commission feels, in particular, that broadcasting has a much more important part in the educational program of the country than has yet been found for it. We expect actively to assist in the determination of the rightful place of broadcasting in education and to see that it is used in that place."

The slightest familiarity with the history of radio since that time makes clear the error of setting up committees for cooperation instead of providing the necessary channels for education. It establishes beyond question that education requires its own broadcasting facilities and that it cannot, with any assurance of success, be left solely to the bounty of commercial operations.

It is to this Commission's credit that it makes provision for education on television and does not repeat the grievous error of 1935. Yet, I am forced to conclude that the Commission is again selling education short in its current allocations plan, and I believe that the future will similarly prove it short-sighted in its failure to provide sufficient channels for a nation-wide system of educational TV.

In a democracy such as ours, particularly one in crisis, there is nothing deserving of higher priority than education, nothing more important than a full understanding of the processes that nourish and sustain our form of government. Knowledge made men free; more and greater knowledge is needed to keep them free.

This Commission today holds the power of insuring that our newest and most powerful mass medium—television—is placed at the service of our educators to provide a future America with a modern and effective educational system. Television has brought to broadcasting the wonderful gift of sight—we must have the vision to make full and proper use of it.

OPINION OF COMMISSIONER WEBSTER, DISSENTING IN PART:

I do not agree that on the basis of the record so far made a reservation of channels for non-commercial educational purposes should be made. In my opinion, such a reservation is warranted only if a specific showing is made that there is a reasonable probability that if an educational channel is reserved it will be utilized in the reasonably near future. As I understand the action of the Commission, such a showing can be made on a community-to-community basis in the hearing which is being held with respect to specific assignments contained in Appendix C. If a sufficient showing is made in such hearing, I would be in favor of making reservations for educational institutions in those communities as to which such a showing is made.

OPINION OF COMMISSIONER JONES, DISSENTING IN PART:

COMMISSIONER Jones, for the reasons set forth in his dissenting opinion in the Matter of Yankee Network, Inc. (F.C.C. 48-631, decided March 22, 1948), dissents from paragraphs II-B-2 and II-B-3 of Appendix A which require rule-making proceedings in order to make changes in said Table.

OPINION OF COMMISSIONER STERLING, DISSENTING IN PART:

I concur in the action of the Commission in reserving channels for non-commercial educational television stations in the UHF band, subject to review from time to time as to their demand and utilization. I doubt the wisdom of making a reservation of VHF channels for non-commercial educational television stations except in the territories and island possessions where VHF channels are in ample supply.

The representatives of educational institutions have requested a reservation of channels until such time as they can obtain funds to proceed to establish a station, whereas industry is prepared immediately to build stations in the VHF band and a limited amount of transmitting equipment is available and receivers for this band at this time are not in short supply. It would seem to me that it is in the public interest to make available the greatest number of VHF channels at the earliest date possible so

as to provide increased competition in several markets and make available service to the public in those areas of the country that have been denied a television service because of the color issue and the "freeze".

It should be noted that our decision makes all channels available on a competitive basis to both industry and educators on a commercial basis. If an educational institution desires to compete for a VHF channel in a given city it is free to do so and if successful could program its station as other educational institutions are doing both in aural and television broadcasting. The TV station operated by WOI-TV (Iowa State) in Des Moines is a good example of the latter. If the pattern, now being set by several television licensees, is followed by others, including new stations, time will be made available on VHF channels to schools and colleges as a public service.

Appendix A—Allocations Philosophy

Proposals to Amend Rules, Regulations and Standards

THE Commission proposes to amend its Rules and Regulations, and Standards of Good Engineering Practice Concerning Television Broadcast Stations so as to effectuate the following proposals:

I. NUMBER OF CHANNELS

A. Distribution

In addition to the twelve VHF six-megacycle channels (numbered 2 through 13) presently assigned for television broadcasting, the Commission proposes to add 65 or 70[1] UHF 6-megacycle channels:

Channels in Group	*Frequency Range*[1]	*Channel Numbers*	*Assignment*
12	54-216 Mc.	2 through 13	Commercial, or non-commercial educational television.
52	470-782 or 500-812 Mc.	14 through 65	
13 or 18	782 or 812-890 Mc.	66 through 78 or 83	Flexibility channels.[2]

B. Utilization of Entire UHF Band

In its Notice of Further Proposed Rule Making issued on July 11, 1949, the Commission proposed to assign forty-two 6 megacycle channels (14 through 55) in the lower portion of the UHF band for commercial television broadcasting. The Commission proposed to assign 32 of the above UHF channels for use by metropolitan stations and the remaining 10 channels for use by community stations. During the hearings conducted by the Commission with respect to the General Issues in the pending television proceedings, testimony was presented which favored the allocation of the entire UHF band for commercial television broadcasting. Although some testimony was presented which favored the allocation of a portion of the UHF band at this time pending the acquisition of additional data, greater support was given to the proposal to assign television channels in the entire UHF band for immediate use. It was urged that a need existed for additional commercial television channels; that such an allocation would encourage developments in UHF equipment; and that due to problems not previously considered, i.e., oscillator radiation, intermodulation, image interference, etc., more channels were necessary to provide an adequate number of usable channels. Some testimony was presented to the effect that the allocation of the lower portion of the UHF band was preferable because better coverage and equipment performance could be expected there. On the other hand, there was testimony to the effect that differences would not be appreciable throughout the entire UHF band. In any event, the effect of such differences on the optimum utilization of the band are likely to be small. Accordingly, the Commission has concluded that allocation of the entire UHF band for television broadcasting on a regular basis would result in the maximum utilization of television channels in the United States and would be in the public interest.

[1] The Commission has not yet reached a determination concerning the proposal in these proceedings to allocate the band 470-500 Mc. to multichannel broad band common carrier mobile radio service in lieu of television broadcasting. A Report and Order with respect to this matter will be issued at a later date. If the Commission rejects the proposal, Channel 14 will begin at 470 Mc. and there will be 18 flexibility channels beginning at 782 Mc. If the Commission grants the proposal, Channel 14 will begin at 500 Mc. and there will be 13 flexibility channels, beginning at 812 Mc.

[2] See paragraphs II, A1, IV and V.

C. Intermixture of VHF and UHF Channels

The Commission's proposed Table of July 11, 1949, was based to a considerable degree on the assignment of VHF and UHF channels in the same city. During the hearing on the General Issues, it was urged by some witnesses that the elimination of intermixture would simplify receiver problems and would minimize the broadcasters' competitive problems. It was argued that intermixture would tend to deter the construction of UHF stations and that until a large number of VHF-UHF receivers were distributed, such UHF stations as were constructed would have difficulty in surviving. On the other hand, many witnesses favored intermixture on the ground that it was impracticable to avoid it; that UHF stations would be constructed in cities located within the service areas of VHF stations and television viewers would expect their sets to receive both signals; and that receiver manufacturers would be obliged to build combination VHF-UHF receivers for such areas.

It is reasonable to assume that economic problems will be faced by UHF broadcasters in areas where VHF broadcasting exists. Similar problems confronted the VHF broadcasters prior to increased receiver distribution in their respective areas. It is reasonable to assume that if the entire UHF band is allocated for regular television broadcasting, television receivers will be built to receive VHF and UHF signals. If inter-mixture were avoided, it would be necessary to limit many areas to one or two VHF stations even though UHF assignments were available for those areas and additional stations could be supported financially. Moreover, VHF stations are capable of providing a greater coverage than UHF stations. Hence, a more extensive television service is made available where some VHF assignments are made in as many communities as possible than where only VHF assignments are made in some communities and only UHF assignments are made in the other communities. The Commission has concluded that the adoption of an assignment Table based on non-intermixture constitutes a short-term view of the problem and is inadvisable. Accordingly, the proposed Table attached herein has been prepared on the basis of intermixture of VHF and UHF channels.

II. ASSIGNMENT PRINCIPLES

A. Table of Assignments

1. The television channels available for use in the various communities are set forth in the "Table" in Appendix C.[3] In setting up this table, the Commission has endeavored to meet the two-fold objective set forth in Sections 1 and 307(b) of the Communications Act of 1934, to provide

[3] Persons desiring to file an application for a community which is not listed in the Table and which is not eligible for assignment pursuant to "II B" below, may file an application for one of the flexibility channels or a petition for rule making pursuant to "II B" below. Flexibility channels may not be applied for in any community for which any channel is provided in the Table of Assignments or which is eligible for such an assignment pursuant to "II B" below.

television service, as far as possible, to all people of the United States and to provide a fair, efficient and equitable distribution of television broadcast stations to the several states and communities. The Commission has set forth below the principles, in terms of priority, which form the basis of the Table of Assignments. These priorities are as follows:

Priority No. 1—To provide at least one television service to all parts of the United States.

Priority No. 2—To provide each community with at least one television broadcast station.

Priority No. 3—To provide a choice of at least two television services to all parts of the United States.

Priority No. 4—To provide each community with at least two television broadcast stations.

Priority No. 5—Any channels which remain unassigned under the foregoing priorities will be assigned to the various communities depending on the size of the population of each community, the geographical location of such community, and the number of television services available to such community from television stations located in other communities.

B. Changes in Table

1. A channel assigned to a community in the Commission's Table of Television Assignments shall be available, without the necessity of rule making proceedings, to any other community located within 15 miles of the assigned community provided the minimum separations set forth in paragraphs "E" and "G" herein are maintained.[4]

2. Upon adoption in the instant proceedings of the Table of Asssignments, said Table shall not be subject to amendment on petition for a period of one year from the effective date of the Commission's final order amending said Table. Upon the expiration of said one year period the Commission will consider petitions filed during said period requesting changes in the Table. Thereafter, where the Commission has conducted a rule making proceeding in which it amended or refused to amend said Table, no petition concerning the amendment granted or denied may be filed within one year after the effective date of the Commission's final order amending or refusing to amend said Table.[5]

3. Except as provided for in Paragraphs "II A1" and "II B1" above, no application for a television station in a community specified in the Commission's Table will be accepted for filing if said application requests a channel which is not contained in the Table. Persons desiring to apply for a channel not specified in the Table must first secure an amendment thereof through appropriate rule making proceedings. Petitions proposing changes in the Table must show the extent to which changes conform to the priorities listed in subparagraph "II A1" above, based upon stations operating in accordance with the Table of Assignments and employing the maximum power specified in subparagraph "D2" herein.

C. Grades of Service[6]

In its Notice of Further Proposed Rule Making issued on July 11, 1949, the Commission proposed to classify television broadcast service into three grades of service. In the Commission's opinion, there is no need for more than two grades of service. Grade A service is so specified that a quality acceptable to the median observer is expected to be available for at least 90% of the time at the best 70% of receiver locations at the outer limits of this service. In the case of Grade B service the figures are 90% of the time and 50% of the locations.[7] The field strengths and interference ratios are as follows:

1. Required median field strengths in db above 1 uv/m:

Grade of Service	*Channels 2-6*	*Channels 7-13*	*Channels 14-83*
A	68 db	71 db	74 db
B	47 db	56 db	64 db

2. Permissible co-channel ratios in db of median desired field strengths to 10% undesired field strengths:

Grade of Service	*Channels 2-13*		*Channels 14-83*	
	Non-offset	*Offset*	*Non-offset*	*Offset*
A	51 db	34 db	53 db	36 db
B	45 db	28 db	45 db	28 db

3. Permissible adjacent channel ratios in db of median desired and undesired field strengths:

Grade of Service	*Channels 2-83*
A	0 db
B	0 db

4. a. Prediction of Service Areas and Interference

Methods for describing service areas and interference are set forth in Appendix B. The methods therein described include the propagation of radio waves through the lower atmosphere only. These propagation charts are based on an extensive number of measurements made at various locations over a long period of time. It is recognized that these charts may have to be revised from time to time as more measurements are made, and interested persons are encouraged to make as many measurements as possible and submit them to the Commission. The Commission is satisfied that on the basis of the data presently available to it the data underlying the propagation charts are sufficient to afford an adequate statistical basis for describing field intensities under average conditions, but it is expected that there may be substantial variations in individual areas.

b. Long Distance Skywave Interference

It is also realized that propagation to distances of the order of 500 to 1500 miles via the sporadic E layer and to distances beyond via the F2 layer may occur in certain of the channels. However, since such interference may occur over extremely large distances, it is not possible to protect stations against such interference unless operation on such channels is limited to one or at the best a few stations. In order to provide stations for the various communities, the Commission has determined that the overall public interest is better served by not protecting television broadcast stations against this type of interference.

D. Classes of Stations

The Commission's Notice of Further Proposed Rule Making issued July 11, 1949, provided for three classes of stations, i.e., community, metropolitan and rural stations. During the hearings on the General Issues relatively little comment was offered concerning the proposed classi-

[4] In determining separations between cities for the purpose of this provision, the city mileage separations set forth in the publication of the U. S. Department of Commerce entitled "Airline Distances between Cities in the United States" shall be utilized. Where cities are not listed in the above publication, separations shall be computed on the basis of the distance between the main post offices in the respective cities.

[5] In applying this provision, each area specified in the Table shall be considered separately so that the provision is applicable only if the Commission's action related to an assignment for the area in question. For example, if the Commission denies a petition for rule making requesting that television channel X be removed from City B to City A, no petition for rule making to move a channel from City B to City A will be eligible for filing for one year, even though the request may he to remove Channel Y or Channel Z from City B. However, a petition may be filed before the expiration of one year to remove a channel from City C to City A.

[6] The Commission proposes the use of iso-service contours which express service in terms of the ratio between desired and undesired signal in decibels, or the minimum required signal levels in decibels above one microvolt per meter. This has been done in order to facilitate computation of service and interference field strengths. Likewise, the same terms may be carried over to the output of the transmitter, transmission line loss and antenna gain. This has the advantage of using the same unit throughout the service whether in the transmitting equipment or in the field and has the additional advantage that a decibel of power added at the transmitter results in a decibel of increased field strength. In order to place these matters on a related basis, the decibels with respect to transmitter power and antenna gain as well as field strength must be expressed as decibels with reference to some given level.

Field strength is expressed either in decibels above an undesired signal or decibels above a reference level which has been chosen as one microvolt per meter. A convenient reference level of transmitter power is 1 kilowatt. The propagation charts attached to Appendix B and identified as "Appendix V, Figures 1-4" are based upon the radiation in the equatorial plane of a half wave dipole antenna having an effective radiated power of one kilowatt. Antenna gain is expressed as the ratio in db of the maximum radiation from the antenna to the radiation in the equatorial plane of a half wave dipole with equal power input.

[7] For the specialized case that exists in the case of adjacent channel interference, see Paragraph "II E2" below.

fications. In reviewing this proposal, the Commission has concluded that it is desirable to reduce station classifications to a minimum and that more than one class of station is unnecessary if provision is made for appropriate power ranges for the various sizes of cities and rural areas. Accordingly, only one class of television broadcast station is proposed, with provision for minimum and maximum effective radiated powers in accordance with the respective tables set forth below:

1. **Minimum power**

Population of City (excludes adjacent metropolitan areas)	*Minimum Effective Radiated Power*[8] *(in db above 1 kw)*
1,000,000 & above	17 db[50 kw]/500 ft. ant.
250,000 - 1,000,000	10 db[10 kw]/500 ft.
50,000 - 250,000	3 db[2 kw]/500 ft.
Under 50,000	0 db[1 kw]/300 ft.

2. **Maximum power**

The maximum effective radiated power to be authorized on the respective channels is set forth in the following table:

Channels	*Maximum Effective Radiated Power (in db above 1 kw)*
2 - 6	20 db[100 kw]/500 ft. ant.
7 - 13	23 db[200 kw]/500 ft. ant.
14 - 83	23 db[200 kw]/500 ft. ant.

3. Any station may be authorized on appropriate application to increase its power to the maximum set forth above without the necessity of a hearing so far as interference to other stations is concerned. The use of antenna heights greater than 500 feet above average terrain is encouraged as a means for improving the quality of service. If an antenna height greater than 500 feet is used, the effective radiated power shall be limited to that value which will avoid interference within the Grade A service radius of any other station, either existing or provided for in the Table of Assignments, on the basis of operation of such station with the maximum power and antenna height of 500 feet as set forth above. Where antenna heights of less than 500 feet are utilized, the effective radiated power shall not exceed that listed above.

E. Station Separations

1. Co-channel Separation

The Table of Assignments contained in the Commission's Notice of Further Proposed Rule Making, issued July 11, 1949, had as its objective co-channel separation of 220 miles in the VHF band and 200 miles in the UHF band. At the hearing on the general issues, testimony was offered that these separations could be reduced considerably by utilizing offset carrier operation. Evidence was also offered that more television service could be made available to the country if the separation objective were reduced to 150 miles for VHF channels.

The Commission has carefully considered the above evidence and has concluded that some reduction in co-channel separation is possible because of the improvements which result from offset carrier operation. It is not deemed advisable to effectuate a reduction to 150 mile VHF separation as suggested at the hearing. In the first place, the evidence upon which the 150 mile separation is based is the theoretical computations of what coverage can be achieved. On the basis of the evidence in the record, it is clear that considerations of terrain and other propagation factors will materially affect many of the theoretical computations. In the second place, much of the propagation data—although the best available—upon which the Commission relies is necessarily quite meager. Postponing a decision in these proceedings would not materially aid this problem since it has been the Commission's experience that substantial amounts of propagation data do not become available until stations are authorized on a regular basis. Hence, the Commission is faced with the practical problem that if it postpones assigning stations until sufficient propagation data are available, such data may never become available, while on the other hand if stations are assigned before sufficient propagation data are assembled, more interference may result in actual operation than was anticipated. In the Commission's view, the best method of handling this problem is to assign stations as soon as a reasonably sufficient amount of data is accumulated but in doing so assignments should not be made on the barest minimum separation which exact calculations would indicate. Instead, a safety factor should be included. In this way, if as a result of actual experience more interference results than was indicated by the earlier calculations, the safety factor will prevent extensive damage to overall service. If actual experience shows that the amount of interference is approximately that predicted by the calculations, then the rules and standards can be amended to reflect the new data. In the Commission's experience, it is much easier as a practical matter to reduce station separations which are somewhat larger than were originally thought to be necesary than it is to increase separations which are smaller than were originally thought to be necessary.

With the foregoing in mind, the Commission has provided for a minimum co-channel separation between cities of 180 miles on Channels 2-13 and 165 miles on Channels 14-83. In order to provide for flexibility in the location of transmitters and in order to give communities within 15 miles of the city in question a reasonable opportunity to utilize channels as set forth in paragraph "II B1" above, minimum separation between transmitters on the same channel is provided for at 170 miles for Channels 2-13 and 155 miles for Channels 14-83.[9] These separations are based on offset-carrier operation by the stations.

2. Adjacent Channel Separation

Under the present television Standards, objectionable adjacent channel interference results when the ratio of the desired to the undesired signal falls below 6 db. The Commission's proposals of July 11, 1949 did not recommend any change in this ratio. Considerable data presented to the Commission indicate that this ratio is too conservative and that it could be 0 db or —6 db. In general, adjacent channel interference has not been of a serious nature and such problems as do exist can be solved to a very considerable extent by improvements in receiver design which are neither difficult nor costly. Experience has shown that many receivers are giving satisfactory adjacent channel performance in areas where interference is predicted under the present Standards.

The Commission's proposals of July 11, 1949, provided for a normal adjacent channel separation of 110 miles in the VHF band and 100 miles in the UHF band — one-half the distance provided for the normal co-channel separations. Since adjacent channel interference is so readily subject to being controlled by adequate design and production methods by manufacturers, the Commission believes that adjacent channel separations should be reduced, thus making possible a greater number of assignments. The Commission is of the opinion that these separations should be based upon receiver performance which may reasonably be expected of manufacturers and not on the characteristics of the poorer receivers. Separations have been based on the assumption of receivers having an adjacent channel rejection ratio of —6 db. Thus, a median field strength ratio of 0 db should provide service from one station or the other, at each receiver location for at least 90% of the time, irrespective of signal fading. The Table of Assignments has been based upon an adjacent channel separation between cities of 70 miles for

[8] Or equivalent, based on the same Grade A service radius as with these values of effective radiated power and antenna height above average terrain. A chart showing this relationship is attached to Appendix B and identified as "Appendix IV." No minimum antenna height is specified. However, wherever feasible, high antennas should be used to provide improved service.

[9] In each case, the above figures are minimum separations. Greater separations are utilized in the sparsely settled areas of the country in order to secure a maximum amount of service. In addition, greater separations are also utilized in Gulf coast areas and in other areas where high levels of tropospheric propagation may be expected. This should be kept in mind by persons desiring to suggest changes in the Table of Assignments.

Channels 2-13 and 65 miles for Channels 14-83. The separations between transmitters are 60 miles for Channels 2-13 and 55 miles for Channels 14-83.[10]

3. Summary of co-channel and adjacent channel separation requirements:

	Channels 2-13		*Channels 14-83*	
	Co-channel Station Separation	*Adj. Channel Station Separation*	*Co-channel Station Separation*	*Adj. Channel Station Separation*
Minimum separation city to city	180 miles	70 miles	165 miles	65 miles
Minimum separation transmitter to transmitter	170 miles	60 miles	155 miles	55 miles

F. Transmitter Locations

Transmitter locations shall be so chosen that the following median field intensities as calculated in accordance with the methods and procedures described in Appendix B are provided over the entire principal city to be served:

Channels 2 - 6	*Channels 7 - 13*	*Channels 14 - 83*
74 db	77 db	80 db

G. Limitations on UHF Assignments[11]

1. Oscillator Radiation

a. VHF—The Commission's proposed Table of television channel assignments set forth in its Notice of Further Proposed Rule Making, issued on July 11, 1949, did not take into account the effects of receiver oscillator radiation on assignments in the VHF or UHF band. Evidence has been presented to the Commission concerning interference caused to receivers as a result of the use of a 21 mc. I.F. by manufacturers of receiving sets. In order to avoid such interference, Radio-Television Manufacturers Association has adopted as standard an I.F. of 41.25 mc. in the VHF and UHF bands. No oscillator radiation problems are involved for these VHF receivers so far as television stations operating in the VHF is concerned. Because of the large number of television receivers now in use employing the 21 mc. I.F., efforts have been made to minimize such interference without reducing the number of VHF assignments in the attached proposed Table.

b. UHF—There was general agreement at the above hearings that oscillator radiation is likely to be more severe in the UHF band that in the VHF band, due to the difficulty in suppressing such radiation in the higher frequencies. Further, because of the wide span of the UHF band it is not possible to place the oscillator outside the band and still employ an I.F. which is practical in the present state of the art.

Evidence was offered concerning a method of dealing with the oscillator radiation problem based on the "fold in" principle. It was proposed to divide the UHF band into four equal parts; to employ the lower and upper quarters for most assignments; to confine all oscillator radiation within the two center quarters; and to employ an I. F. of 111 mc. The Commission believes that the use of an I. F. of 111 mc. in television receivers is not feasible at this time. Existing tubes and those available in the foreseeable future will not permit adequate amplification with a reasonable number of I. F. stages. The use of the proposed I. F. will reduce adjacent channel selectivity. Further, setting up one-half of the UHF band as a repository for oscillator radiation would provide little incentive for receiver manufacturers to reduce such radiation. Accordingly, the "fold in" principle has not been adopted in preparing the proposed Table.

Although the Commission expects that continued improvements may eliminate the problem of oscillator radiation in the future, it does not appear practicable to expect such receivers in the near future.[12] Hence, the UHF table has taken into account the standard I.F. of 41.25 mc. adopted by the RTMA. Thus stations in the UHF which are 7 channels apart are required to have their transmitters separated by a minimum of 60 miles. This separation affords substantially the same protection as does the co-channel separation provided for above.

2. Intermodulation—The Commission's proposed Table of July 11, 1949, did not take into consideration the effects of intermodulation. Although interference resulting from intermodulation has not been a problem in the VHF band, it is generally agreed that intermodulation is likely to be a more serious problem in the UHF band. Various arrangements have been proposed for reducing intermodulation such as a staggered arrangement of channels, or by wide frequency separation. Testimony in the record indicates that a three or four channel separation would serve as adequate protection against intermodulation. The Commission has concluded that the best method of avoiding problems of intermodulation is to use a normal minimum separation of six channels in a city, thus allowing for a desirable safety factor. There is general agreement that a distance separation of 15 to 20 miles is sufficient to provide protection against intermodulation since sufficiently high field intensities from two or more stations would not normally exist at any point between stations so separated. Accordingly, in preparing the UHF assignments in the attached Table, stations closer than 20 miles have not been assigned channels less than six channels apart.

3. Image Interference (Picture and Sound)—Image interference has raised no problems in the VHF band since a signal from another television station removed from the desired channel by twice the I.F. does not normally fall in another television channel. In the UHF band, however, where there is a large number of contiguous channels, image interference is expected to present interference problems. No allowance was made for this factor in the Commission's proposed Table of July 11, 1949. The record indicates that image rejection of 30 to 40 db can be provided by UHF receivers of reasonably good design which employ a 41.25 I.F. There was general agreement that image interference should be avoided in making channel assignments. Accordingly, a minimum separation of 75 miles is provided between transmitters where UHF stations are separated by fifteen channels to provide against *picture* image interference, and a minimum separation of 60 miles between transmitters where UHF stations are separated by fourteen channels to provide protection against *sound* image interference. This separation provides substantially the same protection to the picture of a desired station as does the co-channel separation provided for above. A slightly smaller separation is provided for in the case of the sound image than the picture image because of the lesser interfering effect of the former.

4. I.F. Beat—It is recognized that when two stations in a city are separated by an I.F. it is possible that the two signals will combine to provide a beat signal which will be picked up by the I.F. Amplifier. Where a 41.25 mc. I.F. is in use, such signals may exist in channels which are separated by seven or eight channels from the desired station. The effect is similar to that of intermodulation. As indicated above the seven channel separation is taken care of by the separation which is used to avoid oscillator interference. Accordingly, stations in the UHF band which are separated by eight channels are required to have a minimum separation of 20 miles between transmitters.

[10] It is recognized that some existing operations do not comply with the minimum separations for co-channel or adjacent channel operation that are set forth above. It has not been possible to remove all of these cases without extensive dislocation. The Commission will study each such operation on a case-to-case basis in the hope that eventually they may all be brought up to the minimum separations.

[11] Certain separations between UHF stations are provided herein in order to afford protection against interference resulting from oscillator radiation, intermodulation, images and I.F. beats. It should be pointed out, however, that these separations do not provide for protection against interference of the above character which is caused by radio services operating outside of the television band.

[12] This same observation is also applicable to intermodulation, image interference and I.F. beat problems discussed below.

5. Summary of Minimum Transmitter Separation in the UHF:

Channel No.	Adjacent Channel	Oscillator	I.F. Beat	Intermodulation	Image Picture	Image Sound	Co-channel
	55 miles	60 miles	20 miles	20 miles	75 miles	60 miles	155 miles
14	15	21	22	16-19	29	28	14
15	14, 16	22	23	17-20	30	29	15
16	15, 17	23	24	14; 18-21	31	30	16
17	16, 18	24	25	14-15; 19-22	32	31	17
18	17, 19	25	26	14-16; 20-23	33	32	18
19	18, 20	26	27	14-17; 21-24	34	33	19
20	19, 21	27	28	15-18; 22-25	35	34	20
21	20, 22	28 14	29	16-19; 23-26	36	35	21
22	21, 23	29 15	30 14	17-20; 24-27	37	36	22
23	22, 24	30 16	31 15	18-21; 25-28	38	37	23
24	23, 25	31 17	32 16	19-22; 26-29	39	38	24
25	24, 26	32 18	33 17	20-23; 27-30	40	39	25
26	25, 27	33 19	34 18	21-24; 28-31	41	40	26
27	26, 28	34 20	35 19	22-25; 29-32	42	41	27
28	27, 29	35 21	36 20	23-26; 30-33	43	42 14	28
29	28, 30	36 22	37 21	24-27; 31-34	44 14	43 15	29
30	29, 31	37 23	38 22	25-28; 32-35	45 15	44 16	30
31	30, 32	38 24	39 23	26-29; 33-36	46 16	45 17	31
32	31, 33	39 25	40 24	27-30; 34-37	47 17	46 18	32
33	32, 34	40 26	41 25	28-31; 35-38	48 18	47 19	33
34	33, 35	41 27	42 26	29-32; 36-39	49 19	48 20	34
35	34, 36	42 28	43 27	30-33; 37-40	50 20	49 21	35
36	35, 37	43 29	44 28	31-34; 38-41	51 21	50 22	36
37	36, 38	44 30	45 29	32-35; 39-42	52 22	51 23	37
38	37, 39	45 31	46 30	33-36; 40-43	53 23	52 24	38
39	38, 40	46 32	47 31	34-37; 41-44	54 24	53 25	39
40	39, 41	47 33	48 32	35-38; 42-45	55 25	54 26	40
41	40, 42	48 34	49 33	36-39; 43-46	56 26	55 27	41
42	41, 43	49 35	50 34	37-40; 44-47	57 27	56 28	42
43	42, 44	50 36	51 35	38-41; 45-48	58 28	57 29	43
44	43, 45	51 37	52 36	39-42; 46-49	59 29	58 30	44
45	44, 46	52 38	53 37	40-43; 47-50	60 30	59 31	45
46	45, 47	53 39	54 38	41-44; 48-51	61 31	60 32	46
47	46, 48	54 40	55 39	42-45; 49-52	62 32	61 33	47
48	47, 49	55 41	56 40	43-46; 50-53	63 33	62 34	48
49	48, 50	56 42	57 41	44-47; 51-54	64 34	63 35	49
50	49, 51	57 43	58 42	45-48; 52-55	65 35	64 36	50
51	50, 52	58 44	59 43	46-49; 53-56	66 36	65 37	51
52	51, 53	59 45	60 44	47-50; 54-57	67 37	66 38	52
53	52, 54	60 46	61 45	48-51; 55-58	68 38	67 39	53
54	53, 55	61 47	62 46	49-52; 56-59	69 39	68 40	54
55	54, 56	62 48	63 47	50-53; 57-60	70 40	69 41	55
56	55, 57	63 49	64 48	51-54; 58-61	71 41	70 42	56
57	56, 58	64 50	65 49	52-55; 59-62	72 42	71 43	57
58	57, 59	65 51	66 50	53-56; 60-63	73 43	72 44	58
59	58, 60	66 52	67 51	54-57; 61-64	74 44	73 45	59
60	59, 61	67 53	68 52	55-58; 62-65	75 45	74 46	60
61	60, 62	68 54	69 53	56-59; 63-66	76 46	75 47	61
62	61, 63	69 55	70 54	57-60; 64-67	77 47	76 48	62
63	62, 64	70 56	71 55	58-61; 65-68	78 48	77 49	63
64	63, 65	71 57	72 56	59-62; 66-69	79 49	78 50	64
65	64, 66	72 58	73 57	60-63; 67-70	80 50	79 51	65
66	65, 67	73 59	74 58	61-64; 68-71	81 51	80 52	66
67	66, 68	74 60	75 59	62-65; 69-72	82 52	81 53	67
68	67, 69	75 61	76 60	63-66; 70-73	83 53	82 54	68
69	68, 70	76 62	77 61	64-67; 71-74	54	83 55	69
70	69, 71	77 63	78 62	65-68; 72-75	55	56	70
71	70, 72	78 64	79 63	66-69; 73-76	56	57	71
72	71, 73	79 65	80 64	67-70; 74-77	57	58	72
73	72, 74	80 66	81 65	68-71; 75-78	58	59	73
74	73, 75	81 67	82 66	69-72; 76-79	59	60	74
75	74, 76	82 68	83 67	70-73; 77-80	60	61	75
76	75, 77	83 69	68	71-74; 78-81	61	62	76
77	76, 78	70	69	72-75; 79-82	62	63	77
78	77, 79	71	70	73-76; 80-83	63	64	78
79	78, 80	72	71	74-77; 81-83	64	65	79
80	79, 81	73	72	75-78; 82-83	65	66	80
81	80, 82	74	73	76-79; 83	66	67	81
82	81, 83	75	74	77-80	67	68	82
83	82	76	75	78-81	68	69	83

H. Multiple Interference

In preparing the attached Table of Assignments, a study was made of several cases of multiple interference involving relatively uniform co-channel station separations in congested areas. This study based on information and data presently available, indicates that the Grade A service areas obtained with the maximum powers as specified above are not infringed by combined interference from more than one signal when non-directional receiving antennas are assumed to be used. Moreover, if receiving antennas are assumed to have 6 db rejection in the directions of the undesired stations, the multiple interference under these conditions is not expected to exceed the single station case where no receiving antenna directivity is assumed. Thus, it appears that interference from more than one station may be accounted for satisfactorily by plotting a composite interference-limited contour on the basis of the most severe limitation in each direction due to any single interfering station. This approximation appears to be sufficiently accurate for the purpose of determining station separations and power limitations. Accordingly, it is proposed that interference from each station will be determined on an individual basis and that calculation of the effects of multiple interference will not be required.

I. Offset Carrier Operation

The Commission's proposals of July 11, 1949, did not provide for the use of offset carrier operation either in the VHF or UHF band. Testimony presented at the hearing on the General Issues in the proceedings herein substantially favored offset operation and tests have indicated that such operation resulted in an improvement of approximately 17 db over non-offset carrier operation. A survey conducted by the Joint Technical Advisory Committee of stations engaged in offset carrier operations indicates practically unanimous support therefor. Although a question has been raised concerning possible frequency stability of transmitters used in these operations, it appears that this problem is not serious and that frequency stability can be provided which will insure adequate and proper offset carrier operations. Accordingly, the Commission has concluded that separations should be based upon stations employing offset carrier operation. When these rules are adopted as final, the Commission will specify the exact frequency to be utilized by each station for offset carrier operation. In the VHF band, stations will be offset from each other by plus or minus 10 kc and 1 kc tolerance will be specified. Similar requirements will be applied to UHF stations, but the specific values will be determined at a later date.

III. DIRECTIONAL ANTENNAS[18]

There are two aspects to the questions which have been raised concerning the use of directional antennas. In the first place the Commission's Rules, Regulations and Standards do not prohibit the use of directional antennas as such. If a channel is available in any particular community in the Commission's Table, a directional antenna may be authorized upon an appropriate showing. Such authorizations have been granted in the past. It should be pointed out, however, that at the time of such grant, a channel was available in the existing Assignment Table. The second aspect of the problem concerning directional antennas arises when a request is made that another channel be added in a community by means of a directional antenna. This situation differs from the first one because in this instance no channel assignment is possible unless a directional antenna is employed, that is, the use of a directional antenna is compulsory as a matter of channel assignment. This question was considered by the Commission in 1945 when the first Assignment Table was adopted. At that time the use of directional antennas as a basis for making assignments in the Table was rejected by the Commission when a proposal to that effect was offered by the Television Broadcasters Association. In its Report of November 21, 1945, the Commission stated, among other things:

". . . An examination of the T.B.A. proposal reveals that there are several disadvantages in attempting to accomplish this objective by the use of directional antennas. In the first place, the Commission desires to avoid as much as possible the resort to directional antennas for television. With the great increase in civil aviation as a

[18] A directional antenna is defined as an antenna having 3 db or more difference in effective radiated power in the azimuthal directions of minimum and maximum radiation.

result of the war, it is going to be increasingly difficult to find suitable antenna sites that do not constitute a hazard to air navigation. If directional antennas are used, there is much less flexibility in choosing antenna sites, thus increasing the possibility of conflict with air navigation requirements. Moreover, directional antennas will have to be located away from cities with the result that problems of shadows and multi-path distortion in rendering service to cities will be much greater than where the antenna is located in the city itself—in most instances antennas can be located in the city itself where no directional antenna is required.

"In the second place, the directional antenna patterns proposed by T. B. A. result in many instances in highly artificial service areas with a good part of the station's signal strength being directed out to sea. Moreover, the service area of the stations using directional antennas would be no larger than that of a community station but such stations would be as expensive to construct and operate as metropolitan stations."

The Commission's Proposed Table of July 11, 1949 made no provision for the use of directional antennas except with respect to two existing stations. It was pointed out, however, that directional transmitting antennas may be useful in certain situations in order that a particular site may be utilized or overall service improved. It was then concluded that directional transmitting antennas would be permitted in appropriate cases for use on channels contained in the Assignment Table, provided that this did not excuse compliance with the service area requirements or permit reduction of basic service areas. It was also indicated that nulls greater than —10 db (compared to the maximum value of radiation) may not be practicable because of reflections. During the hearings on the General Issues, limited testimony was presented generally favoring the use of directional antennas principally for the purpose of improving service rather than reducing station separations. Some testimony was offered in favor of the use of directional antennas with nulls greater than —15 db.

The Commission is not satisfied that in the present state of the art, directional antennas are practicable with nulls greater than —10 db; the policy set forth in the Notice of July 11, 1949 is adhered to. If future available data indicate that the performance of directional transmitting antennas can be properly predicted, particularly in areas where reflections occur, their use for interference protection can be given further consideration.

As indicated, directional antennas may be employed for improving service or for the purpose of using a particular site; they may not be used for the purpose of reducing the minimum station separations set forth in paragraphs "II E and G". Where a directional antenna is proposed, the effective radiated power in any direction shall be contained in the range permitted in paragraphs "II D 1 and 2", provided that the difference between maximum and minimum radiation shall not exceed 10 db.

IV. STRATOVISION

The Commission's proposed Table of July 11, 1949, did not provide channels for stations operating in accordance with the stratovision method of television broadcasting utilizing air-borne transmitters. The Commission afforded interested persons an opportunity of presenting evidence on this point. Only one party presented evidence in support of stratovision. From the evidence offered, it appears that five UHF channels would supply about 81% of the area of the United States with one signal. Two of the five channels would be used as guard bands. Consequently, in order to supply all areas of the United States with four services about twenty channels would be required. This figure does not include the channels which would have to be added in order to provide proper protection between stratovision stations and ground stations in the light of the separations required to avoid oscillator radiation, image interference, or I. F. beats. The studies presented at the hearing did not include these factors.

The Commission appreciates that stratovision, if feasible, would be a most useful instrument in providing service to the sparsely settled areas of the country. Indeed, many areas of the country can undoubtedly receive service only from wide area coverage stations, such as stratovision would provide. The Commission, however, does not believe that channels should be assigned to stratovision at this time. As can be seen from an examination of Appendix C, it is not possible to assign television channels to many important communities and other communities have an inadequate number of assignments. This situation occurs when relatively close separations are utilized based upon ground located transmitters. With the much wider separations that air-borne transmitters would require, the problem of providing a fair, efficient, and equitable allocation of television facilities to the various communities would be aggravated. The demands for television service require that all available channels be assigned for proven ground station operations, particularly when no substantial demand was shown for air-borne transmitters. However, as indicated above, proposed Channels 66 through 83 have not been assigned to particular communities but are flexibility channels, which may be used for various purposes, including further stratovision experimentation. The door remains open for further consideration of this proposal by the Commission if it can be shown that stratovision can operate successfully within the above flexibility channels, without causing interference to ground-based stations operating on Channels 14 through 65.

V. POLYCASTING

Evidence in support of this proposal was presented by one witness who advocated the principle of using a number of low-power transmitters on one or more channels in the UHF band instead of attempting to cover a large area with a centrally located high-power transmitter. He expressed the belief that his proposed system would result in improved service at lower cost and was the only feasible method whereby stations in the UHF band could serve large areas. It was contemplated, for example, that four transmitters could be located in as many directions to give service to a large city with the North and South transmitters operating on one frequency and the East and West transmitters operating on another frequency; by using directional receiving antennas and taking advantage of the wide variations in signal intensity over a small area there would be adequate rejection of the undesired co-channel signal. The use of FM was favored for polycasting to improve the ability to reject the undesired signal.

No evidence was presented concerning previous or existing operations carried on in accordance with the above proposals, and the Commission has no information that such operations have been conducted. It appears that the proposed system has never been field tested and hence an adequate determination as to its feasibility cannot be reached at the present time. To devise an assignment Table at this time which would provide for polycasting in many areas would be impractical and unwarranted since such an undertaking would require prior knowledge of the number, location and power of the various stations in a city. Further, it would involve consideration of possible interference such as oscillator radiation, image interference and intermodulation not only between stations in a city but between stations in adjacent areas. Accordingly, the attached proposed Table does not contain assignments of channels for stations to operate under the polycasting system on a commercial basis. Further experimentation concerning polycasting can be carried on in the flexibility channels.

VI. NON-COMMERCIAL EDUCATIONAL TELEVISION

The existing television channel assignment Table adopted by the Commission in 1945 did not contain any reserved channels for the exclusive use of non-commercial educational television stations, and no changes in this respect were proposed by the Commission in its proposed Table of July 11, 1949. However, in the Notice of Further Proposed Rule Making issued on the latter date the Commission

pointed out that it had "received informal suggestions concerning the possible provision for non-commercial educational broadcast stations in the 470 - 890 Mc. band". Interested parties were afforded the opportunity to file comments in the proceeding concerning these suggestions.

Prior to the hearing on this issue, a number of the parties supporting the reservation of channels for non-commercial educational purposes joined together to form the Joint Committee on Educational Television. This Committee offered testimony in support of a request for reservation of channels in both the VHF and UHF portion of the spectrum.

In general, the need for non-commercial educational television stations was based upon the important contributions which non-commercial educational television stations can make in educating the people both in school—at all levels—and also the adult public. The need for such stations was justified upon the high quality type of programming which would be available on such stations—programming of an entirely different character from that available on most commercial stations.

The need for a reservation was based upon the fact that educational institutions of necessity proceed more slowly in applying for broadcast stations than commercial stations. Hence, if there is no reservation, the available channels are all assigned to commercial interests long before the educational institutions are ready to apply for them.

Some opposition to the reservation was presented at the hearing. In general, none of the witnesses opposed the idea of non-commercial educational stations. On the contrary, there was general agreement that such stations would be desirable. Objection was made to the idea of reservation because as stated by some witnesses, the experience of educational institutions in the use of AM and FM radio does not furnish sufficient assurance that the educational institutions would make use of the television channels. However, there was no objection even by these witnesses to a certain form of reservation provided it was for a reasonably short time.

In the Commission's view, the need for non-commercial educational television stations has been amply demonstrated on this record. The Commission further believes that educational institutions of necessity need a longer period of time to get prepared for television than do the commercial interests. The only way this can be done is by reserving certain channels for the exclusive use of non-commercial educational stations. Obviously, the period of time during which such reservation should exist is very important. The period must be long enough to give educational institutions a reasonable opportunity to do the preparatory work that is necessary to get authorizations for stations. The period must not be so long that frequencies remain unused for excessively long periods of time. The Commission will survey the general situation from time to time in order to insure that these objectives are not lost sight of.

Accordingly, the Commission in its Table of Assignments has indicated the specific assignments which are proposed to be reserved for non-commercial educational stations.[14] Rules concerning eligibility and use of the stations will be substantially the same as those set forth in subpart C of Part III of the Commission's Rules and Regulations. The reservation of the non-commercial educational stations is not in a single block as in the case of FM since the assignment problems discussed above would sharply curtail the usefulness of a block assignment.

The following method has been employed in making reservations: In all communities having 3 or more assignments (whether VHF or UHF) one channel has been reserved for a non-commercial educational station. Where a community has fewer than 3 assignments, no reservation has been made except in those communities which are primarily educational centers, where reservations have been made even where only one or two channels are assigned.[15] As between VHF and UHF, a UHF channel has been reserved where there are fewer than 3 VHF assignments, except for those communities which are primarily educational centers where a VHF channel has been reserved. Where three or more VHF channels are assigned to a community, a VHF channel has been reserved except in those communities where all VHF assignments have been taken up. In those cases, a UHF channel has been reserved.

It is recognized that in many communities the number of educational institutions exceeds the reservation which is made. In such instances the various institutions concerned must enter into cooperative arrangements so as to make sure that the facilities are available to all on an equitable basis.

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[14] The procedure set forth in paragraphs "12" and "13" of the Notice is applicable to any specific assignment proposed to be reserved or to any request that a channel not proposed for reservation should be reserved.

[15] Forty-six communities were considered to be primarily educational centers in accordance with the testimony presented by the Joint Committee on Educational Television. However, this enumeration is not binding and consideration will be given to any proposal filed pursuant to paragraphs "12" and "13" of the Notice providing for additions to or deletions from the enumeration.

Appendix B—Technical Specifications

Proposals Regarding Station Coverage and Interference

With Charts of Minimum Permissible Powers and Field Strength Calculations

PREDICTION OF AREAS OF SERVICE AND OF INTERFERENCE[1]

I. Grades of Service

Television broadcast service is classified into two grades of service which are defined in the tables below:

A. *Required median field strengths in db above 1 uv/m:*

Grade of Service	*Channels 2-6*	*Channels 7-13*	*Channels 14-83*
A	68 db	71 db	74 db
B	47 db	56 db	64 db

B. *Permissible co-channel ratios in db of median desired field strengths to 10% undesired field strengths:*

Grade of Service	*Channels 2-13*		*Channels 14-83*	
	Non-offset	*Offset*	*Non-offset*	*Offset*
A	51 db	34 db	53 db	36 db
B	45 db	28 db	45 db	28 db

C. *Permissible adjacent channel ratios in db of median desired to undesired field strengths:*

Grade of Service	*Channels 2-83*
A	0 db
B	0 db

II. Specifications of Required Field Strengths

The required field strengths specified in Section IA were determined in accordance with the following assumptions and procedure:

A. *Grade A Service—Required Field Strengths, in db above 1 microvolt per meter:*

(a) To overcome receiver noise:

		Channels 2-6	*Channels 7-13*	*Channels 14-83*
(1)	Thermal Noise (db)[2]	7 db	7 db	7 db
(2)	Receiver Noise Figure	12	12	15
(3)	Peak Vis. Car/RMS Noise	30	30	30
(4)	Trans. Line Loss[3]	1	2	5
(5)	Antenna Eff. Length[4]	—3	6	8
(6)	Local Field Strength	47	57	65
(7)	70% Terrain Factor[5]	4	4	6
(8)	90% Time Fading Factor	3	3	3
(9)	Median Field Strength (db)[6]	54 db	64 db	74 db

(b) To overcome local noise and interference under urban conditions:

	Channels 2-6	*Channels 7-13*	*Channels 14-83*
Median Field Strength (db)	68 db	71 db	74 db

(c) Required field strengths to overcome (a) or (b), whichever is the greater:

	Channels 2-6	*Channels 7-13*	*Channels 14-83*
Median Field Strength (db)[7]	68 db	71 db	74 db

B. *Grade B Service—Rural Field Strengths, in db above 1 microvolt per meter, required to overcome receiver noise:*

		Channels 2-6	*Channels 7-13*	*Channels 14-83*
(1)	Thermal Noise (db)	7 db	7 db	7 db
(2)	Receiver Noise Figure	12	12	15
(3)	Peak Vis. Car./RMS Noise	30	30	30
(4)	Trans. Line Loss	1	2	5
(5)	Antenna Effective Length[8]	—9	0	3
(6)	Local Field Intensity	41	51	60
(7)	50% Terrain Factor	0	0	0
(8)	90% Time Fading Factor[9]	6	5	4
(9)	Median Field Intensity (db)	47 db	56 db	64 db

III. Specification of Permissible Co-channel Interference Ratios

The permissible interference ratios specified in Section IB were determined in accordance with the following assumptions and procedure:

A. *Grade A Service:*

		Channels 2-13		*Channels 14-83*	
		Non-offset	*Offset*	*Non-offset*	*Offset*
(1)	Local Desired/ Undesired Ratio	45 db	28 db	45 db	28 db
(2)	70% Terrain Factor[10]	6	6	8	8
(3)	50% Location d/u Ratio	51 db	34 db	53 db	36 db

B. *Grade B Service:*

	Channels 2-13		*Channels 14-83*	
	Non-offset	*Offset*	*Non-offset*	*Offset*
50% Location d/u Ratio	45 db	28 db	45 db	28 db

IV. Specifications of Permissible Adjacent Channel Ratios

The permissible adjacent channel ratios specified in Section IC were determined in accordance with the following assumptions and procedure:

A. *Grades A and B Service:*

	Channels 2-83
Local desired/undesired ratio (db)	—6 db
90% time fading factor (db)	6
Time median desired/undesired ratio (db)[11]	0 db

V. Propagation of Television Signals

For the purpose of predicting the propagation of television signals for the estimation of service and interference areas under the rules proposed in Part III of these proceedings, the following procedures have been observed:

A. *Prediction of Service Field Strengths:*

The minimum field strengths of the service field which will be available at any percentage of receiving locations

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[1] There are attached hereto six figures which constitute proposed amendments to the Standards of Good Engineering Practice Concerning TV Broadcast Stations. Proposed Appendix IV thereto is a family of curves entitled, "Minimum Effective Radiated Power versus Antenna Heights above Average Terrain." Proposed Appendix V consists of five figures relating to radio propagation effects, specific references to which are made herein.

[2] Reference level db above 1/uv across 300 ohms impedance.

[3] Transmission line is assumed to consist of 50 feet of 300 ohm twin-lead cable.

[4] The antenna is assumed to consist of a half-wave dipole for channels 2-13 and an antenna with 8 db gain for channels 14-83.

[5] The terrain correction factor for channels 2-13 is taken from the curve R(L) and the factor for channels 14-83 is taken from the curve r(L) of Figure 5 of proposed Appendix V, attached hereto.

[6] The median field strength is equivalent to the field F′ (50, 50) specified in Section V-A herein and will provide grade A service under suburban or rural conditions where receiver noise provides the service limitation.

[7] It is realized that it may not be desirable nor practical in some heavily built-up areas to meet the assumptions of an outside antenna, and that inside antennas will be used. If it is assumed that the inside antenna will have an effective length equal to that of a half-wave dipole and that the transmission line loss is negligible, the instantaneous local field strength required will be 46, 55 and 68 db above one microvolt per meter, respectively, for channel groups 2-6, 7-13, and 14-83. However, the median field strengths required under these conditions cannot be stated with assurance, because the average terrain distributions which have been calculated from available measurements apply only to exterior conditions in suburban and rural areas. If the range of signal variation in building interiors is comparable to the exterior range, the median signal levels specified to overcome local noise and interference in (b) will be adequate. Until reliable data are available to indicate otherwise, the specified median field strengths are considered adequate for urban service other than in the principal city.

[8] Antennas with a 6 db gain compared to a dipole are assumed for channels 2-13, and an antenna gain of 13 db for channels 14-83.

[9] The time fading factors decrease with increasing frequency because the grade B service radii decrease.

[10] The terrain factor for channels 2-13 was taken from the curve r(L) and for channels 14-83 from the curve x(L) of Figure 5 of proposed Appendix V for 70% of the receiver locations.

[11] The median field strength ratio of 0 db is based upon an assumed receiver terminal ratio of —6 db. With an acceptable terminal ratio of —6 db, at least one service or the other is available at any particular receiving location at any particular time, provided that the field strengths are otherwise satisfactory for service. By specifying a permissible time median field strength ratio of 0 db, a particular receiving location is expected to have service available for at least 90% of the time from one station despite fading. Although this does not assure 70% of locations to each station at the Grade A contour, owing to the terrain distribution the areas of actual service will overlap. Each station will on the average recover from the other station as many locations beyond the indicated 0 db contour as it loses to the other station within the 0 db contour.

for any percentage of the time may be described by the following relation:

(1) $F'(L,T) = P' + F(50,50) + R(L) + R(T)$

Where $F'(L,T)$ is the minimum field strength to be expected at the poorest location of the best L percent of locations for T percent of the time, expressed in decibels above 1 microvolt per meter, P' is the effective radiated power in db above 1 kilowatt, $F(50,50)$ is the minimum field strength in decibels above 1 microvolt per meter expected at 50 percent of the locations and 50 percent of the time for a radiated power of one kilowatt, $R(L)$ is the terrain distribution factor for L percent of locations, and $R(T)$ is the time distribution factor.

The effective radiated power, P', is expressed in decibels above 1 kilowatt radiated from a half-wave dipole and may be calculated by means of the following formula:

(2) $$P' = 10 \log_{10} P - P'' + G$$

In the above, P denotes the actual transmitter power delivered to the transmission line expressed in kilowatts, P'' denotes the transmission line and antenna power loss expressed in decibels, and G denotes the gain of the transmitting antenna array in the direction of the receiving location expressed in decibels relative to that of a half-wave dipole.

Approximate values of $F(50,50)$ are shown in Figures 1 and 2 of proposed Appendix V, and appropriate values of $F(50,10)$ are shown in Figures 3 and 4 thereof. Figures 1 and 3 are to be used for channels 2 through 6. Figures 2 and 4 are to be used for channels 7 through 83. The charts show the field strengths in db above one microvolt per meter for one kilowatt of effective radiated power to be expected at 50% of the receiving locations for 10% and 50% of the time, for antenna heights from 100 feet to 10,000 feet. The field strengths are based on an effective power of one kilowatt radiated from a half-wave dipole in free space, which produces an unattenuated field strength at one mile of about 103 db above one microvolt per meter (137.6 millivolts per meter). The antenna height to be used with these charts in any particular case is the equivalent height of the center of the radiating element above the average height of the profile between 2 and 10 miles from the transmitter along the desired radial.

The time distribution factor $R(T)$ for fields exceeded for 10% of the time, $R(T=10)$, is found by subtracting the value exceeded for 50% of the time $F(50,50)$ from the value exceeded for 10% of the time $F(50,10)$.

(3) $$R(T=10) = F(50,10) - F(50,50)$$

No charts are included to show the service fields for 90% of the time, but these fields lie below the 50% curve by the same amounts that the 10% curves lie above the 50% fields.

Thus, the time distribution factor $R(T=90)$ is numerically equal but opposite in sign to $R(T=10)$, and

(4) $$F(50,90) = F(50,50) + R(T=90)$$
$$= F(50,50) - [F(50,10) - F(50,50)]$$

In order to determine the field strengths to be expected for other percentages of time, T, use may be made of the relation: $R(T) = R(T-10)\, k(T)$. The value of $k(T)$ for any percentage of time T is given in Figure 5 of proposed Appendix V. In order to determine the field strengths which will be exceeded at some percentage of the receiving locations other than 50%, use is also made of Figure 5. For channels 2 through 13, the curve labelled $R(L)$ is to be used; for channels 14 through 83, the curve labelled $r(L)$ is to be used. The departure from the 50% value in db, shown on the left scale, corresponding to the desired percentage of locations on the bottom scale, is to be added to the field intensity in db above one microvolt per meter existing at 50% of locations.

For channels 2-13,

(5) $$F(L,50) = F(50,50) + R(L)$$

For channels 14-83,

(6) $$F(L,50) = F(50,50) + r(L)$$

Thus, as shown in Figure 5, the terrain factor for 70% of locations corresponds to −4 db for channels 2-13 and −6 db for channels 14-83, as used in Section II above.

B. Prediction of Interference from One Undesired Station:

The percentage of receiving locations, L, at any given distance from a desired station and one undesired station at which an acceptable ratio, A, of desired-to-undesired signals is exceeded for at least 90% of the time may be determined from the following equation:

(7) $$r(L) = A + P'_u - P'_d + F_u(50,50) - F_d(50,50) + \sqrt{R_d^2(T=90) + R_u^2(T=90)}$$

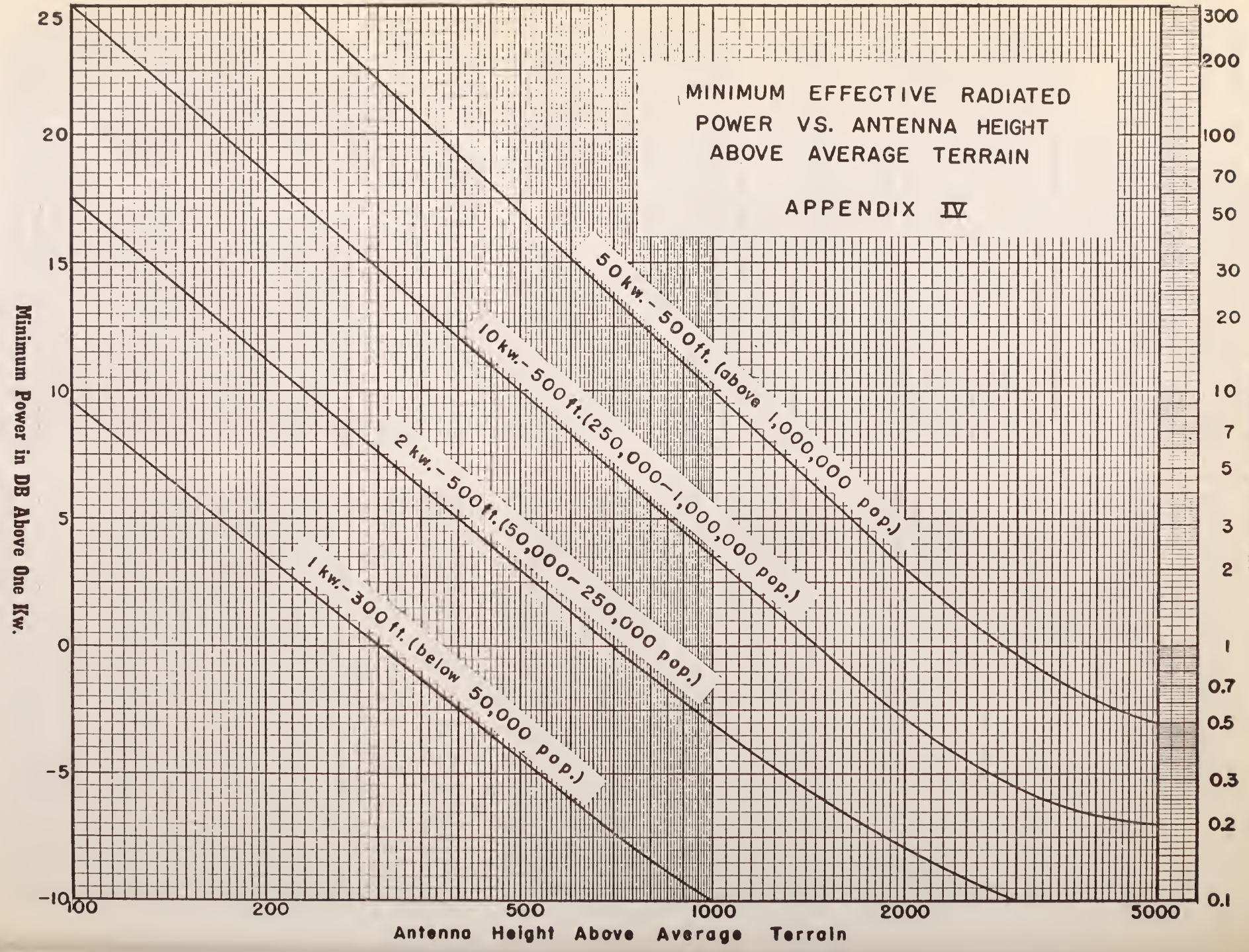
The subscript d denotes values applicable to the desired signal and the subscript u denotes values applicable to the undesired signal. As explained above, the effective radiated powers of the desired and undesired stations P'_d and P'_u are expressed in db above one kilowatt radiated from a half-wave dipole. $F_u(50,50)$ and $F_d(50,50)$ are taken from the appropriate curves of Figures 1 or 2 of proposed Appendix V. $R_d(T=90)$ and $R_u(T=90)$ are the time distribution factors for 90% of the time for the desired and the undesired field strengths, respectively. These may be determined by subtracting the (50,10) field strength from the (50,50) field strength indicated for the proper distances on the appropriate curves of Figures 1 through 4 of proposed Appendix V.

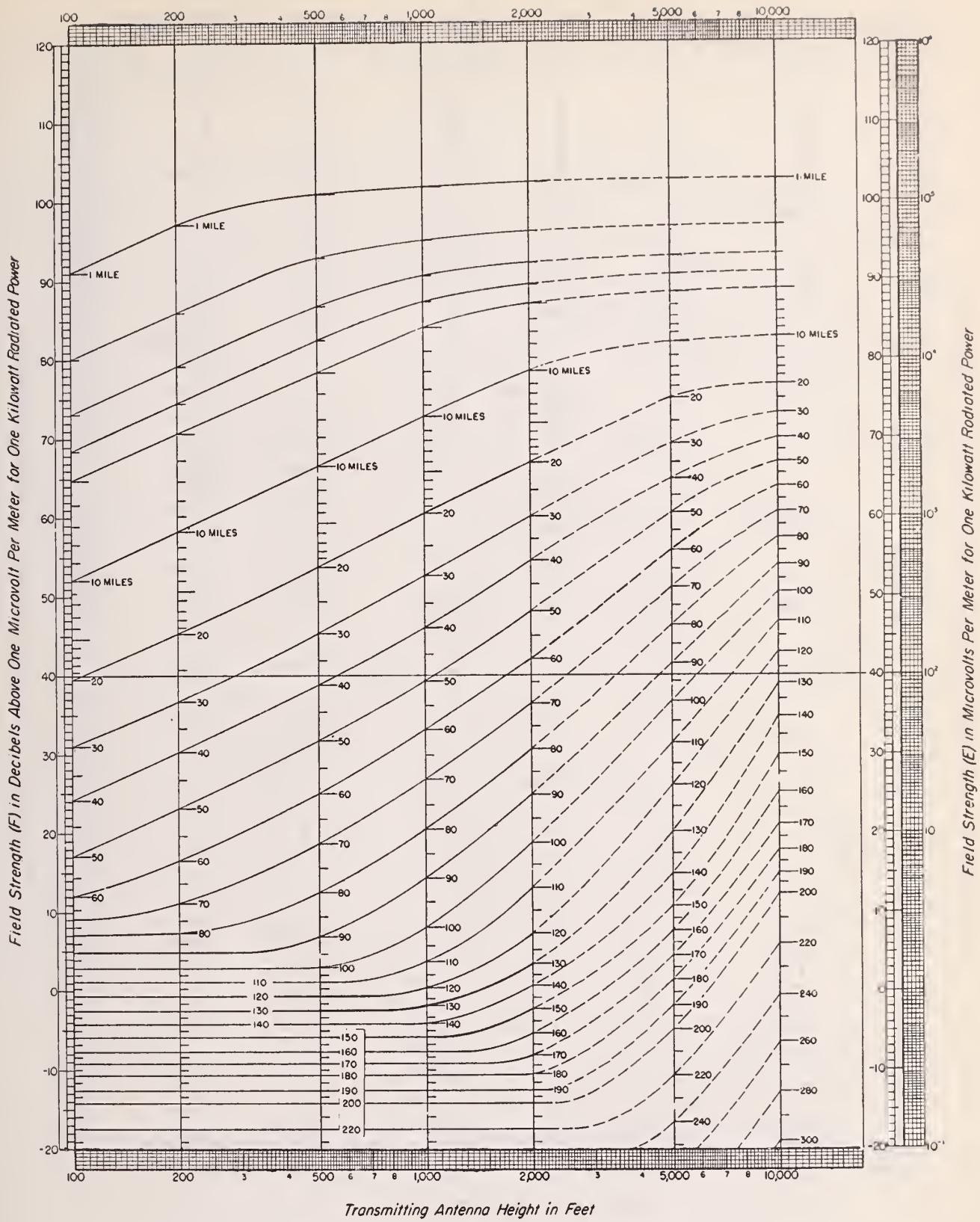
For channels 2 through 13, the percentage of locations at which the ratio A is exceeded may be read from the probability distribution, $r(L)$, as a function of L in Figure 5 of proposed Appendix V. For channels 14-83, the function $x(L)$ is to be used.

If the distance at which an acceptable ratio A is to be obtained at a given percentage of locations and for a given percentage of time T is to be determined rapidly, the solution using the above exact expression may be too laborious. A useful approximation is based on the fact that $R^2_d(T=10) + R^2_u(T=10)$ approaches $R_u(T=10)$ when $R_u(T=10)$ is much larger than $R_d(T-10)$. The approximation gives values which are low by less than 3 db when $R_u(T=10) = 2.5\, R_d(T=10)$. This will always be the case in co-channel interference computations, and sometimes for adjacent channels, when considering service of the order of 90% of the time or 70% of the locations. This is tantamount to assuming for the purposes of rapid calculation that the desired signal is steady and equal to its median value, and that the undesired signal alone is variable.

This makes possible simple graphical methods of computing iso-service contours completely around the desired station. For example, at a point where $F_d(50,50)$ is A decibels greater than $F_u(50,10)$, the ratio A will be exceeded at 50 percent of locations for at least 90 percent of time. Thus, the charts for the desired signal $F(50,50)$ and the tropospheric charts $F(50,10)$ of Figures 1-4 can be used to determine directly the service contours for 90 percent of the time, and 50 percent of the locations.

This approximate method can also be applied to the case where it is desired to locate the contour at which an acceptable ratio is exceeded for a percentage of the locations other than 50 percent, by subtracting from the ratio A in db the value of $r(L)$ or $x(L)$ from Figure 5 corresponding to the percentage of locations for which it is desired to determine the service contour. For example, if it is desired to determine the contour at which the ratio A=28 db (25:1) will be exceeded at 70 percent of the locations for at least 90 percent of the time for channels 2-13, the value (−6) db should be subtracted from the 28 db ratio, giving an adjusted ratio of 34 db. The desired contour is found to exist at the locus of points for which $F_d(50,50)$ exceeds $F_u(50,10)$ by the adjusted ratio of 34 db, as taken from the appropriate figures of Proposed Appendix V. For channels 14-83 the proper value of $x(L)$ should be used, in conjunction with Figures 2 and 4 of proposed Appendix V. This procedure may be used with the definitions of service set forth in Section IB, for which the ratios, adjusted for the required percentages of locations, are tabulated.

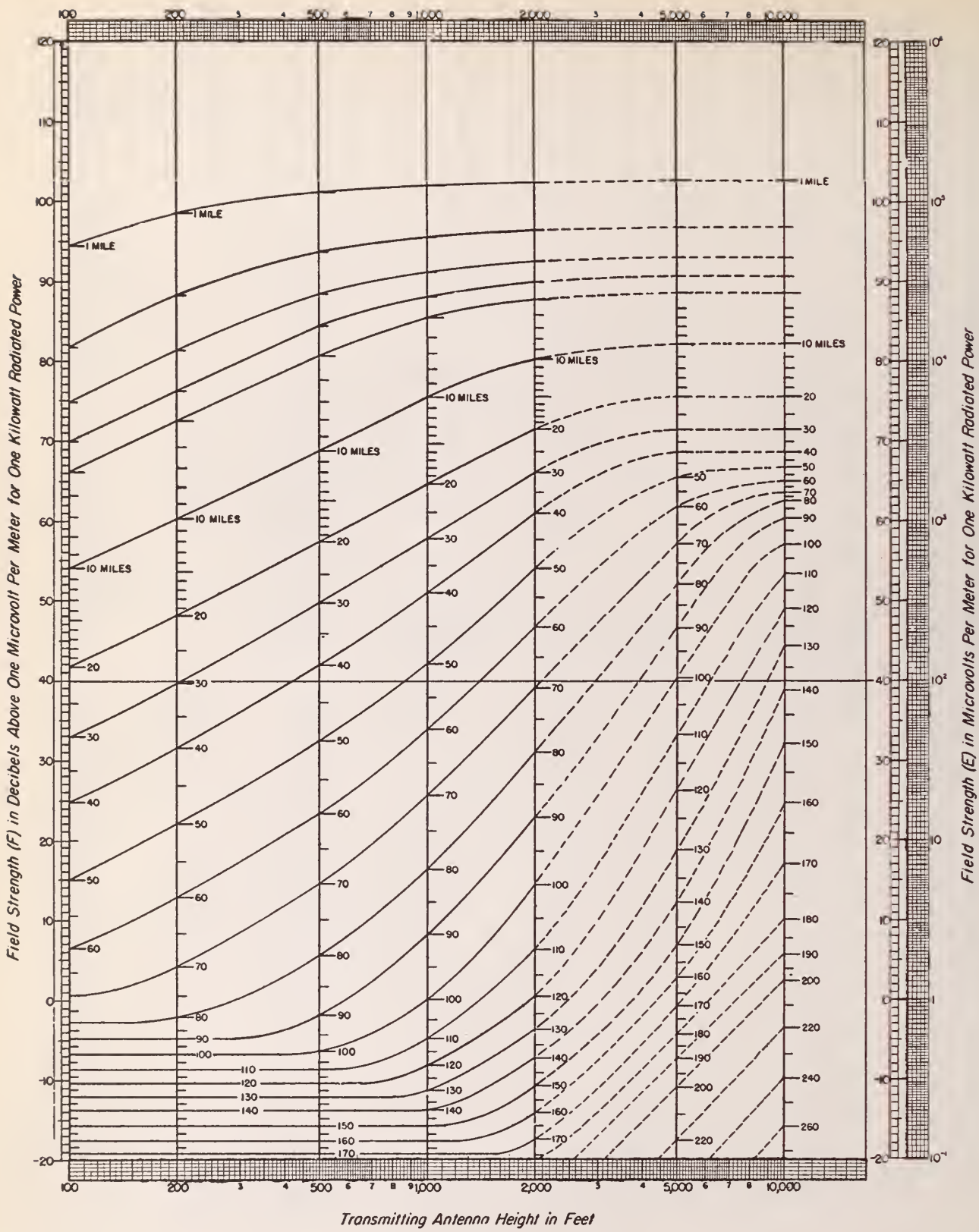

MINIMUM EFFECTIVE RADIATED POWER VS. ANTENNA HEIGHT ABOVE AVERAGE TERRAIN
APPENDIX IV
50 kw. - 500 ft. (above 1,000,000 pop.)
10 kw. - 500 ft. (250,000 - 1,000,000 pop.)
2 kw. - 500 ft. (50,000 - 250,000 pop.)
1 kw. - 300 ft. (below 50,000 pop.)
Minimum Power in DB Above One Kw.
25
20
15
10
5
0
-5
-10
Minimum Power in Kw.
300
200
100
70
50
30
20
10
7
5
3
2
1
0.7
0.5
0.3
0.2
0.1
100
200
500
1000
2000
5000
Antenna Height Above Average Terrain



APPENDIX V

FIGURE 1 - TELEVISION CHANNELS 2 - 6

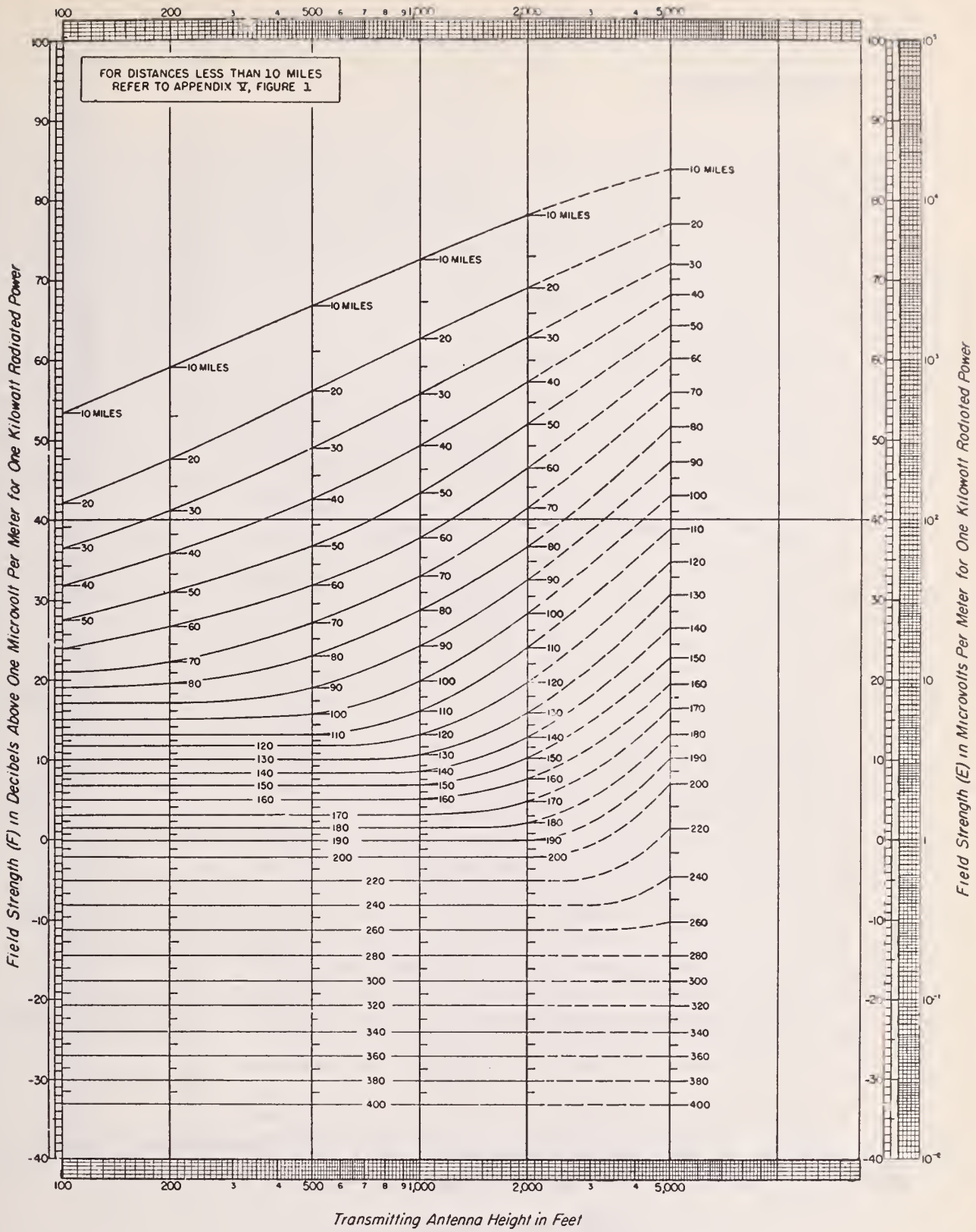
EXPECTED FIELD STRENGTH EXCEEDED AT 50 PERCENT OF THE POTENTIAL RECEIVER LOCATIONS FOR AT LEAST 50 PERCENT OF THE TIME AT A RECEIVING ANTENNA HEIGHT OF 30 FEET.



APPENDIX V

FIGURE 2 - TELEVISION CHANNELS 7 - 83

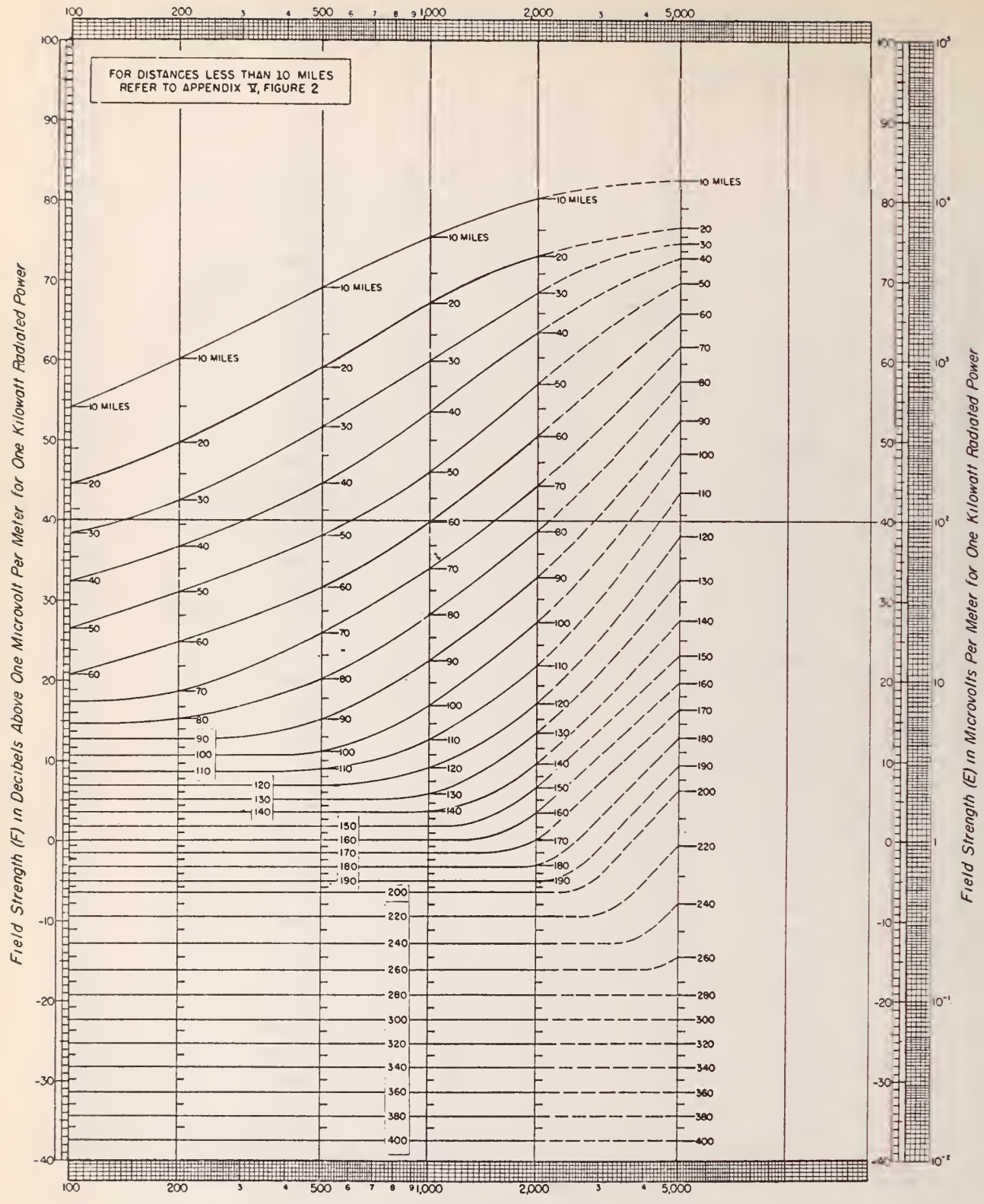
EXPECTED FIELD STRENGTH EXCEEDED AT 50 PERCENT OF THE POTENTIAL RECEIVER LOCATIONS FOR AT LEAST 50 PERCENT OF THE TIME AT A RECEIVING ANTENNA HEIGHT OF 30 FEET.



APPENDIX V

FIGURE 3 - TELEVISION CHANNELS 2 - 6

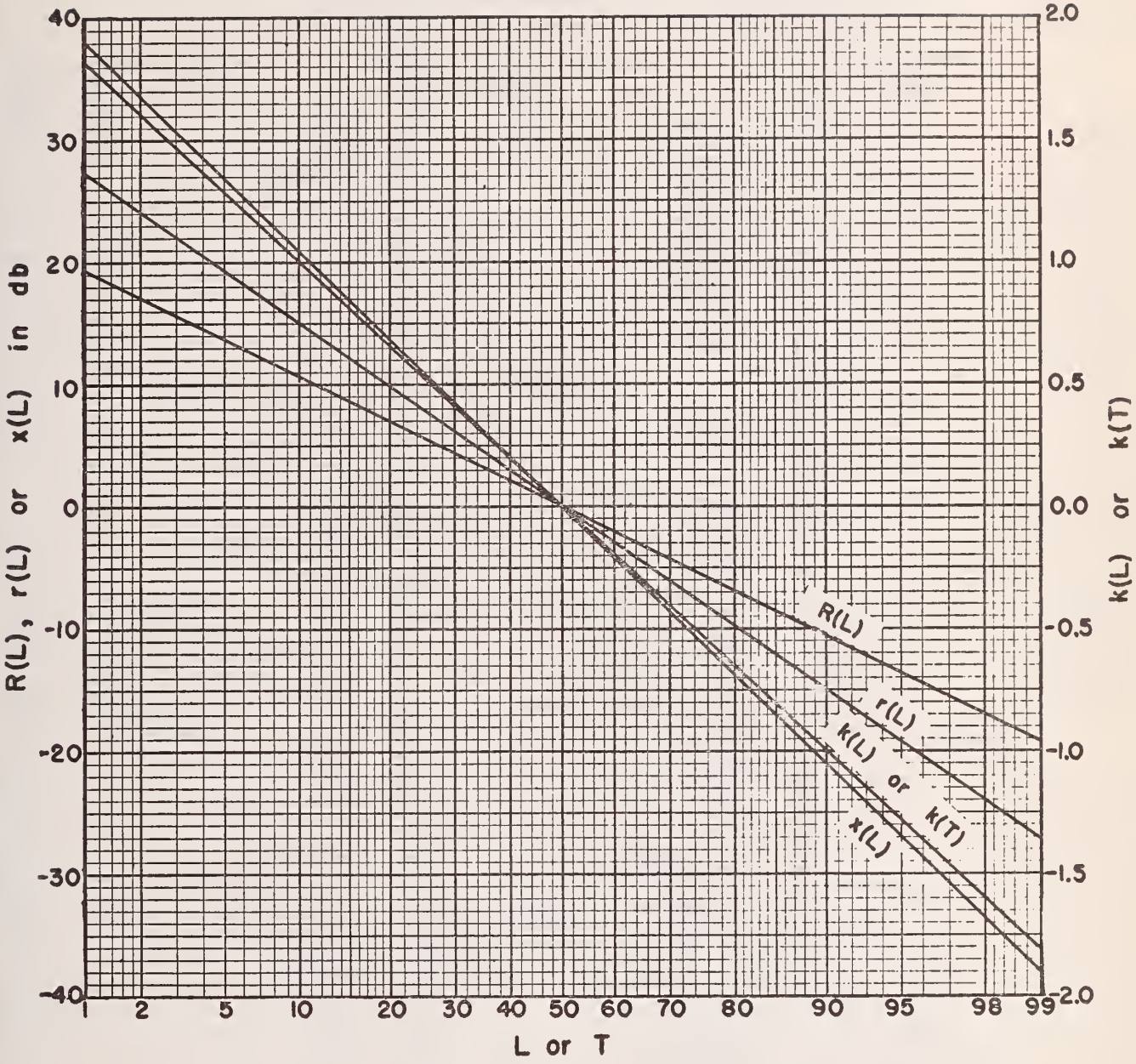
EXPECTED FIELD STRENGTH EXCEEDED AT 50 PERCENT OF THE POTENTIAL RECEIVER LOCATIONS FOR AT LEAST 10 PERCENT OF THE TIME AT A RECEIVING ANTENNA HEIGHT OF 30 FEET.



APPENDIX V

FIGURE 4 - TELEVISION CHANNELS 7 - 83

EXPECTED FIELD STRENGTH EXCEEDED AT 50 PERCENT OF THE POTENTIAL RECEIVER LOCATIONS FOR AT LEAST 10 PERCENT OF THE TIME AT A RECEIVING ANTENNA HEIGHT OF 30 FEET.



EXPECTED PERCENTAGE OF THE RECEIVING LOCATIONS, L, OR PERCENTAGE OF THE TIME, T, AT WHICH THE ORDINATE VALUE WILL BE EXCEEDED

APPENDIX V, FIGURE 5

Appendix C—Table of Assignments

Proposed Allocations by States and Cities: VHF-UHF

United States and Territories

Channels identified with an asterisk (*) are reserved for non-commercial educational stations in accordance with Paragraph VI of Appendix A

	VHF Channel No.	UHF Channel No.
ALABAMA		
Andalusia	—	29
Anniston	—	37
Auburn	—	56*
Bessemer	—	54
Birmingham	6,10*,13	42,48
Brewton	—	23
Clanton	—	14
Cullman	—	60
Decatur	—	23
Demopolis	—	18
Dothan	9	19
Enterprise	—	40
Eufaula	—	44
Florence	—	41
Fort Payne	—	19
Gadsden	—	15,21
Greenville	—	49
Guntersville	—	40
Huntsville	—	31
Jasper	—	17
Mobile	5,8	42*,48
Montgomery	12	20,26*,32
Opelika	—	22
Sheffield	—	47
Selma	—	58
Sylacauga	—	24
Talladega	—	64
Thomasville	—	27
Troy	—	38
Tuscaloosa	—	45,51
Tuskegee	—	16
University	7*	—
ARIZONA		
Ajo	—	14
Bisbee	—	15
Casa Grande	—	18
Clifton	—	25
Coolidge	—	30
Douglas	3	—
Eloy	—	24
Flagstaff	9,11	—
Globe	—	34
Holbrook	—	14
Kingman	6	—
Mesa	12	—
Miami	—	28
Morenci	—	31
Nogales	—	17
Phoenix	4,5,8*,10	—
Prescott	—	15
Safford	—	21
Tucson	2,6*,7	—
Williams	—	25
Winslow	—	16
Yuma	11,13	—
ARKANSAS		
Arkadelphia	—	34
Batesville	—	30
Benton	—	40
Blytheville	3	64
Camden	—	50
Conway	—	49
El Dorado	10	26
Fayetteville	13*	41
Forrest City	—	22
Fort Smith	5	16*,22
Harrison	—	24
Helena	—	54
Hope	—	15
ARKANSAS—Continued		
Hot Springs	9	52
Jonesboro	8	39
Little Rock	2*,4,11	17,23
Magnolia	—	28
Malvern	—	46
Morrilton	—	43
Newport	—	28
Paragould	—	44
Pine Bluff	7	36
Russellville	—	19
Searcy	—	33
Springdale	—	35
Stuttgart	—	14
CALIFORNIA		
Alturas	9	—
Bakersfield	10	29
Brawley	—	25
Chico	12	—
Corona	—	52
Delano	—	33
El Centro	—	16
Eureka	3,13	—
Fresno	12	18*,24
Hanford	—	21
Los Angeles	2,4,5,7,9,11,13	22,28*,34
Madera	—	30
Merced	—	34
Modesto	—	14
Monterey	8	—
Napa	—	62
Oakland (see San Francisco)		
Oxnard	—	32
Petaluma	—	56
Red Bluff	—	16
Redding	7	—
Riverside	—	40,46
Sacramento	6,10	40*,46
Salinas	—	28
San Bernardino	—	18,24*,30
San Buenaventura	—	38
San Diego	3*,8,10	21,27,33
San Francisco-Oakland	2,4,5,7,9*	20,26,32,38,44
San Jose	11	48,54*,60
San Luis Obispo	6	—
Santa Barbara	—	20,26
Santa Cruz	—	16
Santa Maria	—	44
Santa Paula	—	16
Santa Rosa	—	50
Stockton	13	36,42*
Tulare	—	27
Ukiah	—	18
Visalia	3	—
Watsonville	—	22
Yreka	11	—
Yuba City	—	52
COLORADO		
Alamosa	—	19
Boulder	9*	22
Canon City	—	36
Colorado Springs	10,12	17*,23
Craig	—	19
Delta	—	24
Denver	2,4,6*,7	20,26
Durango	—	15
Fort Collins	—	44
Fort Morgan	—	15
Grand Junction	—	21
COLORADO—Continued		
Greeley	—	50
La Junta	—	24
Lamar	—	18
Leadville	—	14
Longmont	—	32
Loveland	—	38
Montrose	—	18
Pueblo	3,5,8*	28,34
Salida	—	25
Sterling	—	25
Trinidad	—	21
Walsenburg	—	30
CONNECTICUT		
Bridgeport	—	43,49
Hartford	—	18,24
Meriden	—	65
New Britain	—	30
New Haven	8	59
New London	3	63
Norwalk (see Stamford)		
Norwich	—	57
Stamford-Norwalk	—	27
Storrs	—	26*
Waterbury	—	53
DELAWARE		
Dover	—	40
Wilmington	12	53,59*
DISTRICT OF COLUMBIA		
Washington	4,5,7,9	20,26*
FLORIDA		
Belle Glade	—	25
Bradenton	—	28
Clearwater	—	32
Daytona Beach	2	—
De Land	—	44
Fort Lauderdale	—	17,23
Fort Myers	11	—
Fort Pierce	—	19
Gainesville	5*	20
Jacksonville	4,7*,12	30,36
Key West	—	14,20
Lake City	—	33
Lakeland	—	16,22
Lake Wales	—	14
Leesburg	—	26
Marianna	—	17
Miami	2*,4,7,10	—
Ocala	—	15
Orlando	6,9	18,24*
Palatka	—	17
Panama City	7	30*,36
Pensacola	3,10	15,21*
Quincy	—	54
St. Augustine	—	25
St. Petersburg (see Tampa)		
Sanford	—	35
Sarasota	—	34
Tallahassee	2,11*	24
Tampa-St. Petersburg	3*,8,10,13	—
West Palm Beach	5,12	15*,21
GEORGIA		
Albany	10	25
Americus	—	31
Athens	8*	60
Atlanta	2,5,11	30*,36
Augusta	6,12	—

GEORGIA—Continued

	VHF Channel No.	UHF Channel No.
Bainbridge	—	35
Brunswick	—	28,34
Cairo	—	45
Carrollton	—	33
Cartersville	—	63
Cedartown	—	53
Columbus	4	28,34*
Cordele	—	43
Dalton	—	25
Douglas	—	32
Dublin	—	15
Elberton	—	16
Fitzgerald	—	23
Fort Valley	—	18
Gainesville	—	52
Griffin	—	39
La Grange	—	50
Macon	13	41*,47
Marietta	—	57
Milledgeville	—	51
Moultrie	—	48
Newnan	—	61
Rome	9	59
Savannah	3,9*,11	—
Statesboro	—	22
Swainsboro	—	20
Thomasville	6	27
Tifton	—	14
Toccoa	—	35
Valdosta	8	—
Vidalia	—	26
Waycross	—	16

IDAHO

Blackfoot	—	33
Boise	4*,7,9	—
Burley	—	15
Caldwell	2	—
Coeur d'Alene	12	—
Emmett	—	26
Gooding	—	23
Idaho Falls	3,8	—
Jerome	—	17
Kellogg	—	33
Lewiston	3	—
Moscow	—	15*
Nampa	6,12	—
Payette	—	14
Pocatello	6,10	—
Preston	—	41
Rexburg	—	27
Rupert	—	21
Sandpoint	9	—
Twin Falls	11,13	—
Wallace	—	27
Weiser	—	20

ILLINOIS

Alton	—	48
Aurora	—	16
Belleville	—	54
Bloomington	—	15
Cairo	—	24
Carbondale	—	34
Centralia	2	32
Champaign	—	21
Chicago	2,5,7,9,11*	20,26,32,38,44
Danville	—	24
Decatur	—	17,23
Dixon	—	47
Elgin	—	28
Freeport	—	23
Galesburg	—	40
Harrisburg	—	22
Jacksonville	—	29
Joliet	—	48
Kankakee	—	14
Kewanee	—	60
La Salle	—	35
Lincoln	—	53
Macomb	—	61
Marion	—	40
Mattoon	—	46
Moline (see Davenport, Ia.)		

ILLINOIS—Continued

	VHF Channel No.	UHF Channel No.
Mt. Vernon	—	38
Olney	—	16
Pekin	—	49
Peoria	8	37*,43
Quincy	10	21
Rockford	13	39,45*
Rock Island (see Davenport, Ia.)		
Springfield	3	20,26*
Streator	—	65
Urbana	12*	27,33
Vandalia	—	28
Waukegan	—	22

INDIANA

Anderson	—	61
Angola	—	15
Bedford	—	39
Bloomington	4	30*,36
Columbus	—	42
Connersville	—	38
Elkhart	—	52
Evansville	7	50,56*,62
Fort Wayne	—	21,27*,33
Gary	—	50
Indianapolis	6,8,13*	20,26
Hammond	—	56
Jasper	—	19
Kokomo	—	31
Lafayette	—	47*,59
Lebanon	—	18
Logansport	—	51
Madison	—	25
Marion	—	29
Michigan City	—	62
Muncie	—	49,55
Richmond	—	32
Shelbyville	—	58
South Bend	—	34,40*,46
Tell City	—	31
Terre Haute	10	57*,63
Vincennes	—	44
Washington	—	60

IOWA

Algona	—	37
Ames	5*	25
Atlantic	—	45
Boone	—	19
Burlington	—	32,38
Carroll	—	39
Cedar Rapids	9	20,26*
Centerville	—	31
Charles City	—	18
Cherokee	—	14
Clinton	—	64
Council Bluffs (see Omaha, Neb.)		
Creston	—	43
Davenport-Rock Island-Moline (Ill.)	4,6	30*,36,42
Decorah	—	44
Des Moines	8,11*,13	17,23
Dubuque	—	56,62
Estherville	—	24
Fairfield	—	54
Fort Dodge	—	21
Fort Madison	—	50
Grinnell	—	46
Iowa City	2*	24
Keokuk	—	44
Knoxville	—	33
Marshalltown	—	49
Mason City	12	35
Muscatine	—	58
Newton	—	29
Oelwein	—	28
Oskaloosa	—	52
Ottumwa	—	15
Red Oak	—	32
Shenandoah	—	20
Sioux City	4,9	30*,36
Spencer	—	42
Storm Lake	—	34
Waterloo	7	16,22*
Webster City	—	27

KANSAS

	VHF Channel No.	UHF Channel No.
Abilene	—	31
Arkansas City	—	49
Atchison	—	60
Chanute	—	50
Coffeyville	—	33
Colby	—	22
Concordia	—	47
Dodge City	6	23
El Dorado	—	55
Emporia	—	39
Fort Scott	—	27
Garden City	9,11	—
Goodland	—	31
Great Bend	2	28
Hays	7	20
Hutchinson	12	18
Independence	—	20
Iola	—	44
Junction City	—	29
Kansas City (see Kansas City, Mo.)		
Larned	—	15
Lawrence	11*	17
Leavenworth	—	54
Liberal	—	14
McPherson	—	26
Manhattan	8*	23
Newton	—	14
Olathe	—	52
Ottawa	—	21
Parsons	—	46
Pittsburg	7	38
Pratt	—	36
Salina	—	34
Topeka	13	42,48*
Wellington	—	24
Wichita	3,10	16,22*
Winfield	—	43

KENTUCKY

Ashland	—	59
Bowling Green	13	17
Campbellsville	—	40
Corbin	—	16
Danville	—	35
Elizabethtown	—	23
Frankfort	—	43
Glasgow	—	28
Harlan	—	36
Hazard	—	19
Hopkinsville	—	20
Lexington	—	27,33
Louisville	3,11	15*,21
Madisonville	—	26
Mayfield	—	49
Maysville	—	24
Middlesborough	7	57
Murray	—	33
Owensboro	—	14
Paducah	6	43
Pikeville	—	14
Princeton	—	45
Richmond	—	60
Somerset	—	22
Winchester	—	37

LOUISIANA

Abbeville	—	42
Alexandria	11,13	—
Bastrop	—	53
Baton Rouge	10	28,34*,40
Bogalusa	—	39
Crowley	—	21
DeRidder	—	14
Eunice	—	64
Franklin	—	46
Hammond	—	51
Houma	—	30
Jackson	—	18
Jennings	—	48
Lafayette	5	38
Lake Charles	7	19*,25
Minden	—	30
Monroe	8	43
Morgan City	—	36
Natchitoches	—	17

LOUISIANA—Continued	VHF Channel No.	UHF Channel No.
New Iberia	—	15
New Orleans	2*,4,6,7	20,26,32
Oakdale	—	54
Opelousas	—	58
Ruston	—	20
Shreveport	3,12	—
Thibodaux	—	24
Winnfield	—	22
MAINE		
Auburn	—	23
Augusta	10	29
Bangor	2,5	16*
Bar Harbor	—	22
Bath	—	65
Belfast	—	41
Biddeford	—	59
Calais	7	20
Dover-Foxcroft	—	18
Fort Kent	—	17
Houlton	—	24
Lewiston	8	17
Millinocket	—	14
Orono	12*	—
Portland	6,13	47*,53
Presque Isle	8	19
Rockland	—	25
Rumford	—	55
Van Buren	—	15
Waterville	—	35
MARYLAND		
Annapolis	—	14
Baltimore	2,11,13	18,24*,30
Cambridge	—	22
Cumberland	—	17
Frederick	—	62
Hagerstown	—	52
Salisbury	—	16
MASSACHUSETTS		
Barnstable	—	52
Boston	2*,4,5,7	44,50,56
Brockton	—	62
Fall River	—	40,46
Greenfield	—	42
Holyoke (see Springfield)		
Lawrence	—	38
Lowell	—	32
New Bedford	—	28,34
Northampton	—	36
North Adams	—	15
Pittsfield	—	64
Springfield-Holyoke	—	55,61
Worcester	—	14,20
MICHIGAN		
Alma	—	41
Alpena	9	30
Ann Arbor	—	20,26*
Bad Axe	—	15
Battle Creek	—	58,64
Bay City	—	63
Benton Harbor	—	42
Big Rapids	—	39
Cadillac	—	45
Cheboygan	4	36
Detroit	2,4,7	50,56*,62
East Lansing	—	60
East Tawas	—	25
Escanaba	13	—
Flint	12	16,22*,28
Gladstone	—	40
Grand Rapids	8	17*,23
Hancock	5	—
Houghton	—	19
Iron Mountain	9	27
Iron River	12	—
Ironwood	—	31
Jackson	—	48
Kalamazoo	3	36
Lansing	6	54
Ludington	—	18
Manistee	—	15
Manistique	—	14

MICHIGAN—Continued	VHF Channel No.	UHF Channel No.
Marquette	3	17
Midland	—	19
Mount Pleasant	—	47
Muskegon	—	29,35
Petoskey	—	31
Pontiac	—	44
Port Huron	—	34
Rogers City	—	24
Saginaw	—	51,57
Sault Ste. Marie	8,10	28,34*
Traverse City	5	20,26*
West Branch	—	21
MINNESOTA		
Albert Lea	—	57
Alexandria	—	36
Austin	6	51
Bemidji	—	24
Brainerd	12	—
Cloquet	—	44
Crookston	—	21
Detroit Lakes	—	18
Duluth-Superior (Wis.)	3,6,8*	32,38
Ely	—	16
Fairmont	—	40
Faribault	—	20
Fergus Falls	—	16
Grand Rapids	—	20
Hastings	—	29
Hibbing	10	—
International Falls	11	—
Little Falls	—	14
Mankato	—	15
Marshall	—	22
Minneapolis-St. Paul	2*,4,5,9,11	17,23
Montevideo	—	19
New Ulm	—	43
Northfield	—	26
Owatonna	—	45
Red Wing	—	63
Rochester	10	55
St. Cloud	7	33
St. Paul (see Minneapolis)		
Stillwater	—	39
Thief River Falls	—	15
Virginia	—	26
Wadena	—	27
Willmar	—	31
Winona	—	61
Worthington	—	32
MISSISSIPPI		
Biloxi	13	44*,50
Brookhaven	—	37
Canton	—	16
Clarksdale	6	32
Columbia	—	35
Columbus	—	28
Corinth	—	29
Greenville	—	21,27
Greenwood	—	24
Grenada	—	15
Gulfport	—	56
Hattiesburg	9	17
Jackson	3,12	19*,25
Kosciusko	—	52
Laurel	—	33
Louisville	—	46
McComb	—	31
Meridian	11	30,36*
Natchez	—	29
Pascagoula	—	22
Picayune	—	14
State College	2*	—
Starkville	—	34
Tupelo	—	38
University	—	20*
Vicksburg	—	41
West Point	8	56
Yazoo City	—	49
MISSOURI		
Cape Girardeau	12	18
Carthage	—	56
Caruthersville	—	27
Chillicothe	—	14

MISSOURI—Continued	VHF Channel No.	UHF Channel No.
Clinton	—	15
Columbia	8*	16,22
Farmington	—	52
Festus	—	14
Fulton	—	24
Hannibal	7	27
Jefferson City	13	33
Joplin	12	30
Kansas City	4,5,9*	19,25
Kennett	—	21
Kirksville	12	18
Lebanon	—	23
Marshall	—	40
Maryville	—	26
Mexico	—	45
Moberly	—	35
Monett	—	14
Nevada	—	18
Poplar Bluff	—	15
Rolla	—	31
St. Joseph	2	30,36
St. Louis	4,5,9*,11	30,36,42
Sedalia	6	28
Sikeston	—	37
Springfield	3,10	26*,32
West Plains	—	20
MONTANA		
Anaconda	2	—
Billings	2,8,11*	—
Bozeman	9*	22
Butte	4,6,7*	—
Cut Bank	—	20
Deer Lodge	—	25
Dillon	—	20
Glasgow	—	16
Glendive	—	18
Great Falls	3,5	23*
Hamilton	—	17
Hardin	4	—
Havre	9,11	—
Helena	10,12	—
Kalispell	8	—
Laurel	—	14
Lewistown	13	—
Livingston	—	16
Miles City	3,6*,10	—
Missoula	11*,13	21
Polson	—	18
Red Lodge	—	18
Shelby	—	14
Sidney	—	14
Whitefish	—	16
Wolf Point	—	20
NEBRASKA		
Alliance	12	21
Beatrice	—	40
Broken Bow	—	14
Columbus	—	49
Fairbury	—	35
Falls City	—	38
Fremont	—	52
Grand Island	11	21
Hastings	5	27
Kearney	13	19
Lexington	—	23
Lincoln	10,12	18*,24
McCook	8	17
Nebraska City	—	50
Norfolk	—	33
North Platte	2,4	—
Omaha	3,6,7*	16,22,28
Scottsbluff	10	16
York	—	15
NEVADA		
Boulder City	4	—
Carlin	—	14
Carson City	—	37
Elko	10	—
Ely	3,6	—
Fallon	—	29
Goldfield	5	—
Hawthorne	—	31

NEVADA—Continued

	VHF Channel No.	UHF Channel No.
Henderson	2	—
Las Vegas	8,10*,13	—
Lovelock	—	18
McGill	8	—
Reno	3,8	21*,27
Tonopah	9	—
Winnemucca	7	—
Yerington	—	33

NEW HAMPSHIRE

Berlin	—	26
Claremont	—	37
Concord	—	27
Durham	11*	—
Keene	—	45
Laconia	—	43
Littleton	—	24
Manchester	9	48
Nashua	—	54
Portsmouth	—	19
Rochester	—	21

NEW JERSEY

Asbury Park	—	58
Atlantic City	—	46,52
Bridgeton	—	64
Newark	13	—
New Brunswick	—	47
Paterson	—	37
Trenton	—	41
Wildwood	—	48

NEW MEXICO

Alamogordo	—	17
Albuquerque	4,5*,7,13	—
Artesia	—	21
Atrisco-Five Points	—	18
Belen	—	24
Carlsbad	6	23
Clayton	—	27
Clovis	12	35
Deming	—	14
Farmington	—	17
Gallup	3,10	—
Hobbs	—	46
Hot Springs	—	19
Las Cruces	—	22
Las Vegas	—	14
Lordsburg	—	23
Los Alamos	—	20
Lovington	—	27
Portales	—	22
Raton	—	46
Roswell	3*,8,10	—
Santa Fe	2,9*,11	—
Silver City	12	—
Socorro	—	15
Tucumcari	—	25

NEW YORK

Albany-Schenectady-Troy	6	17*,23
Amsterdam	—	52
Auburn	—	37
Batavia	—	33
Binghamton	12	40,46*
Buffalo	4,7	17,23*
Cortland	—	56
Dunkirk	—	46
Elmira	—	18,24
Glens Falls	—	39
Gloversville	—	29
Hornell	—	50
Ithaca	—	14*,20
Jamestown	—	58
Malone	—	20
Massena	—	14
Middletown	—	60
New York	2,4,5,7,9,11	19,25*,31
Niagara Falls	2	—
Ogdensburg	—	24
Olean	—	54
Oneonta	—	48
Oswego	—	31
Plattsburg	—	28

NEW YORK—Continued

	VHF Channel No.	UHF Channel No.
Poughkeepsie	—	21
Rochester	5,10	15,21*,27
Rome (see Utica)		
Saranac Lake	—	18
Schenectady (see Albany)		
Syracuse	3,8	43*
Troy (see Albany)		
Utica-Rome	13	19,25*
Watertown	—	35

NORTH CAROLINA

Ahoskie	—	53
Albemarle	—	20
Asheville	13	56*,62
Burlington	—	63
Chapel Hill	4*	—
Charlotte	3,9	36,42*
Durham	11	40*,46
Elizabeth City	—	31
Fayetteville	—	18
Gastonia	—	48
Goldsboro	—	34
Greensboro	2	51*,57
Greenville	9	—
Henderson	—	52
Hendersonville	—	27
Hickory	—	30
High Point	—	15
Jacksonville	—	16
Kannapolis	—	59
Kinston	—	26
Laurinburg	—	41
Lumberton	—	21
Mount Airy	—	55
New Bern	13	—
Raleigh	5	22*,28
Roanoke Rapids	—	30
Rocky Mount	—	50
Salisbury	—	53
Sanford	—	38
Shelby	—	39
Southern Pines	—	49
Statesville	—	64
Washington	7	—
Wilmington	6	29,35*
Wilson	—	56
Winston-Salem	12	26,32*

NORTH DAKOTA

Bismarck	5,12	18,24*
Bottineau	—	16
Carrington	—	26
Devils Lake	8	14
Dickinson	2,4	17*
Fargo	6,13	34*,40
Grafton	—	17
Grand Forks	2*,10	—
Harvey	—	22
Jamestown	7	42
Lisbon	—	23
Minot	6*,10,13	—
New Rockford	—	20
Rugby	—	38
Valley City	4	32
Wahpeton	—	45
Williston	8,11	34*

OHIO

Akron	—	49,55*,61
Ashtabula	—	15
Athens	—	62
Bellefontaine	—	63
Cambridge	—	26
Canton	—	29
Chillicothe	—	56
Cincinnati	5,9,12	48*,54
Cleveland	3,5,8	19,25*
Columbus	4,6,10	34*,40
Coshocton	—	20
Dayton	2,7	16*,22
Defiance	—	43
Findlay	—	53
Gallipolis	—	18
Hamilton-Middletown	—	65
Lancaster	—	28

OHIO—Continued

	VHF Channel No.	UHF Channel No.
Lima	—	35,41
Lorain	—	31
Mansfield	—	36
Marion	—	17
Massillon	—	23
Middletown (See Hamilton)		
Mount Vernon	—	58
Newark	—	60
Oxford	—	14*
Piqua	—	44
Portsmouth	—	30
Sandusky	—	59
Springfield	—	46,52
Steubenville	—	51
Tiffin	—	47
Toledo	11,13	30*
Warren	—	21
Youngstown	—	27,33
Zanesville	—	50

OKLAHOMA

Ada	—	50
Altus	—	36
Alva	—	30
Anadarko	—	58
Ardmore	—	55
Bartlesville	—	62
Blackwell	—	51
Chickasha	—	64
Claremore	—	15
Clinton	—	32
Duncan	—	39
Durant	—	27
Elk City	12	15
El Reno	—	56
Enid	5	21,27*
Frederick	—	44
Guthrie	—	48
Guymon	—	20
Hobart	—	23
Holdenville	—	14
Hugo	—	21
Lawton	11	28*,34
McAlester	—	47
Miami	—	58
Muskogee	8	39,45*
Norman	—	31,37*
Oklahoma City	7,9,13*	19,25
Okmulgee	—	26
Pauls Valley	—	61
Ponca City	—	40
Pryor Creek	—	64
Sapulpa	—	42
Seminole	—	59
Shawnee	—	53
Stillwater	—	29
Tulsa	2,4*,6	17,23
Vinita	—	28
Woodward	8	—

OREGON

Albany	—	55
Ashland	—	14
Astoria	—	30
Baker	—	37
Bend	—	15
Burns	—	16
Corvallis	7*	49
Eugene	9*	20,26
Grants Pass	—	30
Klamath Falls	2	—
La Grande	13	—
Lebanon	—	43
McMinnville	—	46
Medford	4,5	—
North Bend	—	16
Pendleton	—	28
Portland	6,8,10*,12	21,27
Roseburg	—	28
Salem	3	18*,24
Sringfield	—	37
The Dalles	—	32

PENNSYLVANIA

Allentown	—	39,45
Altoona	—	19,25

PENNSYLVANIA—Continued	VHF Channel No.	UHF Channel No.
Bethlehem	—	51
Bradford	—	48
Butler	—	43
Chambersburg	—	46
Du Bois	—	31
Easton	—	57
Emporium	—	42
Erie	12	35,41*
Harrisburg	—	27,33
Hazleton	—	63
Johnstown	6	56
Lancaster	8	21
Lebanon	—	15
Lewistown	—	38
Meadville	—	37
New Castle	—	45
Oil City	—	64
Philadelphia	3,6,10	17,23,29,35*
Pittsburgh	2,11,13*	47,53
Reading	—	55,61
Scranton	—	16,22
Sharon	—	39
State College	—	44*
Sunbury	—	65
Uniontown	—	14
Washington	—	63
Wilkes-Barre	—	28,34
Williamsport	—	36
York	—	43,49
RHODE ISLAND		
Providence	10,12	16,22*
SOUTH CAROLINA		
Aiken	—	54
Anderson	—	58
Camden	—	14
Charleston	2,5,13*	—
Columbia	7,10	19*,25
Conway	—	23
Florence	8	—
Georgetown	—	27
Greenville	4	23,29*
Greenwood	—	21
Lake City	—	55
Lancaster	—	31
Laurens	—	45
Marlon	—	43
Newberry	—	37
Orangeburg	—	44
Rock Hill	—	61
Spartanburg	—	17
Sumter	—	47
Union	—	65
SOUTH DAKOTA		
Aberdeen	9	17
Belle Fourche	—	23
Brookings	8*	25
Hot Springs	—	17
Huron	12	15
Lead	5	26
Madison	—	46
Mitchell	5	20
Mobridge	—	27
Pierre	6,10	22*
Raipd City	7	15
Sioux Falls	11,13	38,44*
Sturgis	—	20
Vermillion	2*	41
Watertown	3	35
Winner	—	18
Yankton	—	17
TENNESSEE		
Athens	—	14
Brlstol	5	46
Chattanooga	3,12	43,49,55*
Clarksville	—	53
Cleveland	—	38
Columbia	—	39
Cookeville	—	24
Covington	—	19
Dyersburg	—	46
Elizabethton	—	40
Fayetteville	—	27

TENNESSEE—Continued	VHF Channel No.	UHF Channel No.
Gallatin	—	48
Harriman	—	45
Humboldt	—	25
Jackson	9	16
Johnson City	11	34
Kingsport	—	28
Knoxville	6,10	20*,26
Lawrenceburg	—	50
Lebanon	—	58
McMinnville	—	46
Maryville	—	42
Memphis	5,10*,13	42,48
Morristown	—	54
Murfreesboro	—	18
Nashville	2*,4,8	30,36
Oak Ridge	—	32
Paris	—	51
Pulaski	—	44
Shelbyville	—	52
Springfield	—	42
Tullahoma	—	65
Union City	—	55
TEXAS		
Abilene	9	33
Alice	—	34
Alpine	12	—
Amarillo	2*,4,5,7,10	—
Athens	—	25
Austin	7	18,24,30*
Ballinger	—	25
Bay City	—	33
Beaumont-Port Arthur	4,6	31,37*
Beeville	—	38
Big Spring	4	—
Bonham	—	43
Borger	—	33
Brady	—	15
Breckenridge	—	14
Brenham	—	52
Brownfield	—	15
Brownsville	4,5	—
Brownwood	—	19
Bryan	—	54
Childress	—	40
Cleburne	—	57
Coleman	—	21
College Station	3*	48
Conroe	—	20
Corpus Christl	6,10	16*,22
Corsicana	—	47
Crockett	—	56
Crystal Clty	—	28
Cuero	—	25
Dalhart	—	16
Dallas	4,8,13*	23,29
Del Rlo	—	16
Denison	—	52
Denton	2*	17
Eagle Pass	—	26
Edinburg	—	26
El Campo	—	27
El Paso	2,4,5,7*	20,26
Falfurrias	—	52
Floydada	—	45
Fort Stockton	—	22
Fort Worth	5,10	20,26*
Gainesville	—	49
Galveston	11	35,41,47*
Gonzales	—	64
Greenville	—	62
Harlingen	—	23
Hebbronville	—	58
Henderson	—	42
Hereford	—	19
Hillsboro	—	63
Houston	2,8*,13	23,29
Huntsvllle	—	15
Jacksonville	—	36
Jasper	—	49
Kermit	—	14
Kilgore	—	59
Kingsville	—	40
Lamesa	—	28

TEXAS—Continued	VHF Channel No.	UHF Channel No.
Lampasas	—	40
Laredo	3,8	15*
Levelland	—	38
Littlefield	—	32
Longvlew	—	32,38
Lubbock	11,13	20*,26
Lufkin	9	46
McAllen	—	20
McKinney	—	65
Marfa	—	19
Marshall	—	16
Mercedes	—	32
Mexla	—	50
Midland	2	18
Mineral Wells	—	38
Mission	—	14
Monahans	5	—
Mount Pleasant	—	35
Nacogdoches	—	40
New Braunfels	—	62
Odessa	7	24
Orange	—	43
Pampa	—	17
Paris	—	33
Pearsall	—	31
Pecos	—	16
Perryton	—	22
Plainview	—	29
Port Arthur (see Beaumont)		
Quanah	—	42
Raymondvllle	—	42
Rosenberg	—	17
San Angelo	6,8	17,23*
San Antonlo	4,5,9*,12	35,41
San Benito	—	48
San Marcos	—	53
Seguin	—	14
Seymour	—	24
Sherman	—	46
Snyder	—	30
Stephenville	—	32
Sulphur Springs	—	41
Sweetwater	12	—
Taylor	—	58
Temple	—	16,22
Terrel	—	53
Texarkana	6	18*,24
Tyler	7	19
Uvalde	—	20
Vernon	—	18
Victoria	—	19
Waco	11	28*,34
Waxahachie	—	45
Weatherford	—	51
Wichita Falls	3,6	16*,22
UTAH		
Brigham	—	36
Cedar City	5	—
Logan	2	30
Ogden	12	18*,24
Price	11	—
Provo	9	22,28*
Richfield	13	—
St. George	—	18
Salt Lake City	4,5,7*	20,26
Tooele	—	44
VERMONT		
Bennington	—	33
Brattleboro	—	58
Burlington	—	16*,22
Montpelier	3	40
Newport	—	46
Rutland	—	49
St. Albans	—	34
St. Johnsbury	—	30
VIRGINIA		
Blacksburg	—	60*
Charlottesville	—	45*
Covington	—	44
Danville	—	24
Emporia	—	25
Farmville	—	19

VIRGINIA—Continued	VHF Channel No.	UHF Channel No.
Fredericksburg	—	47
Front Royal	—	39
Harrisonburg	—	34
Lexington	—	54
Lynchburg	13	16
Marion	—	50
Martinsville	—	35
Newport News	—	33
Norfolk-Portsmouth	10,12	15,21*,27
Norton	—	52
Petersburg	8	41
Portsmouth (See Norfolk)		
Pulaski	—	37
Richmond	3,6	23*,29
Roanoke	7,10	27,33*
South Boston	—	14
Staunton	—	36
Waynesboro	—	42
Williamsburg	—	17
Winchester	—	28
WASHINGTON		
Aberdeen	—	58
Anacortes	—	34
Bellingham	—	18,24
Bremerton	—	44,50
Centralia	—	17
Ellensburg	—	49
Ephrata	—	43
Everett	—	22,28
Grand Coulee	—	37
Hoquiam	—	52
Kelso	—	39
Kennewick	—	25
Longview	—	33
Olympia	—	60
Pasco	—	19
Port Angeles	—	16
Pullman	10*	24
Richland	—	31
Seattle	4,5,7,9*	20,26
Spokane	2,4,6,7*	—
Tacoma	11,13	56*,62
Walla Walla	5,8	—
Wenatchee	—	55
Yakima	—	23,29
WEST VIRGINIA		
Beckley	—	21
Bluefield	—	41

WEST VIRGINIA—Continued	VHF Channel No.	UHF Channel No.
Charleston	3	43*,49
Clarksburg	12	22
Elkins	—	40
Fairmont	—	35
Hinton	—	31
Huntington	8,13	53*
Logan	—	23
Martinsburg	—	58
Morgantown	—	24*
Parkersburg	—	15
Welch	—	25
Weston	—	32
Wheeling	7,9	57
Williamson	—	17
WISCONSIN		
Appleton	—	42
Ashland	—	15
Beaver Dam	—	37
Beloit	—	57
Eau Claire	13	19*,25
Fond du Lac	—	54
Green Bay	6	—
Janesville	—	63
Kenosha	—	61
La Crosse	8	32*,38
Madison	3	21*,27,33
Manitowoc	—	65
Marinette	11	32,38*
Milwaukee	4,10*,12	19,25,31
Oshkosh	—	48
Portage	—	17
Prairie du Chien	—	34
Racine	—	49,55
Rhinelander	—	22
Rice Lake	—	21
Richland Center	—	15
Sheboygan	—	59
Sparta	—	50
Stevens Point	—	20,26
Sturgeon Bay	—	44
Superior (See Duluth, Minn.)		
Wausau	7	16
Wisconsin Rapids	—	14
WYOMING		
Buffalo	—	29
Casper	2,6	—
Cheyenne	11,13	—
Cody	—	24

WYOMING—Continued	VHF Channel No.	UHF Channel No.
Douglas	—	14
Evanston	—	14
Green River	—	16
Greybull	—	40
Gillette	—	31
Lander	—	17
Laramie	8*	18
Lovell	—	36
Lusk	—	19
Newcastle	—	28
Powell	—	30
Rawlins	12	—
Riverton	10	—
Rock Srings	13	—
Sheridan	9,12	—
Thermopolis	—	15
Torrington	—	27
Wheatland	—	24
Worland	—	34

U. S. TERRITORIES

PUERTO RICO		
Arecibo	13	—
Caguas	11	—
Mayaguez	3,5	—
Ponce	7,9	—
San Juan	2,4,6*	—
ALASKA		
Anchorage	2,7*,11,13	—
Fairbanks	2,4,7,9*,11,13	—
Juneau	3*,8,10	—
Ketchikan	2,4,9*	—
Seward	4,9	—
Sitka	13	—
HAWAIIAN ISLANDS		
Lihue, Kauai	3,8*,10,12	—
Honolulu, Oahu	2*,4,7,9,11,13	—
Walluku, Maui	3,8,10*,12	—
Hilo, Hawaii	2,4*,7,9,11,13	—
VIRGIN ISLANDS		
Christiansted	8	—
Charlotte Amalie	10,12	—

Appendix D

Proposed Allocations for Canada and Mexico

CANADA

ALBERTA		
Calgary	2,4,10,12	17,23,29,35
Edmonton	3,5,11,13	—
Grande Prairie	2	—
Lacombe	8	—
Lethbridge	7	22
Medicine Hat	6	15
BRITISH COLUMBIA		
Chilliwack	12	42
Cranbrook	—	19
Fernie	—	24
Kamloops	4	16
Kelowna	13	21
Nanaime	—	48
Nelson	5	17
New Westminster (see Vancouver)		
Penticton	—	15
Port Alberni	—	19

BRITISH COLUMBIA—Continued		
Prince Rupert	6,7	—
Trail	11	14
Vancouver-New Westminster	6,8,10	14,30,36
Vernon	2	27
Victoria	2	40,46
MANITOBA		
Brandon	5,9,11	21,32
Flin Flon	3	—
Dauphin	8	14
Portage la Prairie	—	34
St. Boniface (see Winnipeg)		
Winnipeg-St. Boniface	4,6,7,13	18,24,30,36,42
NEW BRUNSWICK		
Campbellton	12	20
Edmundston	10	27
Fredericton	9	28
Moncton	—	16
Newcastle	—	18

NEW BRUNSWICK—Continued		
St. John	4,6	17,23
St. Stephen	—	26
Sackville	8	22
Woodstock	—	36
NOVA SCOTIA		
Amherst	—	41
Antigonish	9	34
Bridgewater	10	43
Halifax	3,5,12	15,21,27,37
Kentville	—	19
New Glasgow	—	18
Sydney	2,4,6	15,21
Truro	—	31
Windsor	—	25
Yarmouth	13	14
ONTARIO		
Barrie	—	14
Belleville	—	39
Brantford	—	16
Brockville	—	46

ONTARIO—Continued

	VHF Channel No.	UHF Channel No.
Chatham	—	14
Cornwall	—	36
Fort Frances	5	19
Fort William (see Port Arthur)		
Guelph	—	55
Hamilton	13	51,57
Kenora	9	22
Kingston	—	26,44
Kitchener	—	45
Kirkland Lake	9	—
London	10	18
Niagara Falls	—	29
North Bay	10	15
Oshawa	—	53
Orillia	3	30
Ottawa-Hull	4,9,11	30,40
Owen Sound	8	26
Pembroke	13	32
Peterborough	—	22
Port Arthur-Fort William	2,4	14,20,30
St. Catherines	—	49
St. Thomas	—	24
Sarnia	—	40
Sault Ste. Marie	2,12	22
Smiths Falls	—	42
Stratford	—	27
Sudbury	5,7	17,23
Timmins	6	—
Toronto	6,9,11	19,25
Windsor	9	32,38
Wingham	—	36
Woodstock	—	47

PRINCE EDWARD ISLAND

Charlottetown	13	14
Summerside	11	20

QUEBEC

	VHF Channel No.	UHF Channel No.
Chicoutimi	2,12	14
Drummondville	—	19
Granby	—	25
Hull (See Ottawa, Ont.)		
Jonquiere	—	20
Matane	—	23
Montreal-Verdun	2,6,7,10,12	15,44
New Carlisle	2	14
Quebec	4,5,9,11	29,39
Riviere du Loup	6	30
Rimouski	3	21
Roberval	—	17
St. Hyacinthe	—	50
Ste. Anne de la Pocatiere	13	33
Shawinigan Falls	—	27
Sherbrooke	—	42,48
Sorel	—	17
Thetford Mines	—	31
Three Rivers	—	21
Valleyfield	—	38
Verdun (see Montreal)		
Victoriaville	—	37

SASKATCHEWAN

Gravelbourg	—	22
Moose Jaw	4,7	18,24
North Battleford	3	—
Prince Albert	11	—
Regina	2,9,12	21,27
Saskatoon	8,13	—
Swift Current	—	14
Watrous	6	30
Yorkton	3	15

MEXICO

BAJA CALIFORNIA

	VHF Channel No.	UHF Channel No.
Tijuana	6,12	—
Mexicali	7,9	—

SONORA

Nogales	9,11,13	—
Hermosillo	2,4,6	—
Ciudad Obregon	3,7,9	—
Navojoa	5,11,13	—

CHIHUAHUA

Chihuahua	2,4,5	—
Hidalgo del Parral	3	—
Ciudad Juarez	9,11,13	—

COAHUILA

Saltillo	4	—
Piedras Negras	2	—
Villa Acuna	10	—

NUEVO LEON

Monterrey	2,6,10,12	—

TAMAULIPAS

Nuevo Laredo	11,13	—
Matamoros	7	—
Reynosa	9	—

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MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING ARTS AND INDUSTRY

Television Digest

WITH AM / FM REPORTS

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I—BLUE CHIP BUSINESS OF TELECASTING: When we tell you that one telecasting station alone grossed $4,000,000 in time sales last year...that a dozen or more skirted or exceeded the $1,000,000 mark...that deficit operations among the existing 107 stations are now the exception rather than the rule --

When and if FCC's third and latest freeze-lifting plan (see Vol. 7:12 and text of TV Allocation Report) is actually adopted...even with its big slice of non-commercial educational channels, which "educators" may or may not apply for --

When it becomes clearer that the freeze really is going to be lifted...that transmitters and towers etc., despite the defense economy, can really be had...that the uhf are practicable and receivable --

Then you're going to see a veritable "gold rush" for commercial channels, mainly by existing radio broadcasters but also by new enterprisers.

Immediate quarry of most, of course, will be the tried-and-proved vhf, with uhf facing prodigious task (as did FM) of building audience from scratch.

Actually, some 400 applications are already on file (see TV Factbook No. 12 with weekly Addenda to date) -- but most of these will need overhauling in light of new channeling, new power and antenna standards, new local situations. That is, presuming the proposed new allocations are finalized -- still long way off (Vol. 7:12).

* * * *

Station grossing $4,000,000 last year was WNBT, NBC's New York key, with base rates of $2000 or $2500 per hour, $400 or $500 per minute, prevailing most of the year. (Rates currently quoted are $3250 & $675.)

WNBT's gross was doubtless highest of any station, though it can be assumed other network keys in New York did well into 7 figures, too. Indeed, 4 of NBC's 5 TV outlets operated in black last year -- Chicago's WNBQ pushing $2,000,000. Only one in red is its Hollywood KNBH (though other Hollywood stations are in black) and its excessive overhead is now being reduced for hoped-for profitable 1951 operation.

Figures are cited to point a trend -- namely, that this telecasting business is going like the proverbial house afire. For if WNBT did that much business in 1950, it's fair assumption it will do half again more this year -- considering its higher rates and the unabated demand for time.

And it's fair to assume that will be pattern of other existing station operations -- in the smaller cities as well as the big.

Small wonder the "ins" are all delighted with their pioneering TV ventures (which generally didn't turn profitable until latter part of last year and still represent huge investments and losses yet to be written off). Small wonder, too, that you seldom hear of a TV station for sale.

* * * *

Gross and profit figures of individual stations, TV or AM, are seldom made public -- for understandable reasons. But AM stations grossing $1,000,000 or more

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are relatively few (albeit medium is 30 years old). And the highest time rate ever quoted in AM is WCBS's current $1350 per hour (Vol. 7:1).

Except possibly for network keys, we doubt whether any AM station other than Cincinnati's WLW has ever pushed $4,000,000. WLW has long been reputed to be AM's biggest. In 1947, it grossed $4,442,410 (profit $1,261,975); in 1948, it did $4,-660,809 (profit $1,489,043) -- these figures available only because they came out in record of proposed WHAS & WHAS-TV purchase deal in early 1949 (Vol. 5:1).

Point is that the blue-chip telecasting business, station for station, is fast outstripping its parent AM in dollar volume. Like its counterpart TV-radio manufacturing business, it's the fastest-growing in America -- slowed down only by 31-month-old freeze.

II—BLUE CHIPS $105,800,000 IN 1950: Our prediction that TV networks and stations would do $100,000,000 in gross time sales in 1950 (Vol. 6:52) is fully borne out in FCC's report on telecasting industry's estimated revenues, expenses and profit, released this week. This mimeographed document (Report No. 51-308) should be studied carefully by all concerned with the business of telecasting.

It will be recalled NAB estimated 1950 TV grosses would run $70-80,000,000 and Broadcasting 1951 Yearbook said $83,772,000. FCC auditors (only ones really in position to get full data) show figure of $105,800,000, more than triple $34,300,000 they reported for 1949. Report shows the 4 networks and their 14 O&O stations accounted for more than half, or $55,000,000; that 93 stations took in $50,800,000.

Whole industry's deficit (before Federal taxes) was $7,900,000, as against $25,300,000 in 1949. Networks with their O&O stations ran deficit of $9,000,000 (resulting from $10,500,000 loss in network operation, $1,500,000 profit on their 14 stations) as against $12,100,000 deficit in 1949. But 54 stations reported profitable operations during 1950, more than half of these showing net before taxes of $100,000 or more, 8 showing earnings in excess of $400,000.

Profit showings were best among interconnected stations, 47 out of 79 operating in black; in non-interconnected cities, only 7 out of 27 showed profit. One-station interconnected cities were best, average profits of 29 running $90,000.

* * * *

FCC's AM-FM financial report isn't ready yet -- but TV report includes table showing how TV measures up against radio revenues in some metropolitan areas:

In New York, with 34 aural and 7 TV stations, TV accounted for $12,970,000, or 33.5% of total 1950 broadcast revenues; Los Angeles (27 aural, 7 TV), $7,711,000, or 39.7%; Chicago (28 aural, 4 TV), $7,003,000, or 30.8%; Philadelphia (16 aural, 3 TVs), $3,968,000, or 37.2%; Detroit (12 aural, 3 TV), $3,065,000, or 27.1%; Baltimore (10 aural, 3 TV), $2,297,000, or 37.7%; Cleveland (9 aural, 3 TV), $2,215,000, or 32.6%; Washington (17 aural, 4 TV), $2,100,000, or 32.3%; Cincinnati (7 aural, 3 TV), $1,516,000, or 17.9%; San Francisco (20 aural, 3 TV), $1,432,000, or 19.9%; Columbus (4 aural, 3 TV), $990,000, or 38.5%.

These are only a few of the revealing figures in FCC's report. With higher rates in effect this year, with time increasingly at premium, with better know-how, it's reasonable to expect telecasting will exceed $200,000,000 in 1951. That's in time sales alone -- doesn't include artist fees, production and film costs, etc.

Network TV-Radio Billings

February 1951 and January-February 1951

NETWORK TV time billings are now running better than half network radio's, as shown in Publishers Information Bureau report for February. Network TV billings for month were $7,804,550, radio $14,957,460. For Jan.-Feb. combined TV billings were $15,921,656, radio $31,624,172. Month's TV billings compare with $1,751,862 in February 1950 and $8,082,876 in January 1951 (Vol. 7:10)—first time any month went under preceding month, due probably to fewer days. Network radio slipped in February to $14,957,460 from $15,383,320 in February 1950 and $16,629,928 in January 1951 (Vol. 7:10). PIB figures for TV exclude non-reporting DuMont:

	February 1951	February 1950	Jan.-Feb. 1951	Jan.-Feb. 1950
NETWORK TELEVISION				
NBC	$ 3,949,360	$ 978,243	$ 8,136,582	$ 2,020,396
CBS	2,600,339	570,708	5,201,504	1,211,530
ABC	1,254,851	202,911	2,583,570	436,860
Total	$ 7,804,550	$ 1,751,862	$15,921,656	$ 3,668,786
NETWORK RADIO				
CBS	$ 6,116,911	$ 5,609,636	$12,972,841	$11,741,703
NBC	4,731,626	5,204,674	9,947,573	10,938,567
ABC	2,682,218	3,167,607	5,734,166	6,705,370
MBS	1,426,705	1,401,403	2,969,592	3,080,291
Total	$14,957,460	$15,383,320	$31,624,172	$32,465,931

CRITICS DISSECT END-OF-FREEZE PLAN: TV allocation plan won't be changed easily -- you can count on that.

General FCC attitude on its proposal (see Vol. 7:12 and TV Allocation Report) is that plan is final in basic philosophy, that it will take completely new and earth-shaking argument to effect changes, but that a few bets may have been overlooked in assignments to individual cities.

And don't expect anything to shake freeze loose for many, many months. Even "partial" unfreezing -- new uhf stations, more power for existing vhf, new vhf stations in Territories -- could turn out to be impractical in many places.

Real end of freeze -- new stations on air -- can scarcely come before 1952, and probably well into the year.

Educational channel reservations are what stick in most aspirants' craws. They believe weakness of such reservations will become readily apparent to FCC during city-by-city hearings starting May 23 -- doubting whether many educators will make convincing showings. Some are really incensed, speaking of "socialized TV," "two systems of telecasting," etc.

Look for plenty of political repercussions, too, as applicants go to their Congressmen and complain: "Look what they did to our State and cities."

Someone might take plan to courts, contending educational reservation is illegal "prejudgment" of applicants. Decision in color case, when handed down by Supreme Court (see p. 6), might have bearing on such litigants' chances.

FCC Bar Assn. will ask for oral argument before city-by-city hearing, rather than after (as FCC proposes). Supported by Comr. Jones' dissent, it will contend that fixed allocation, requiring rule-making for changes, is both illegal and administratively unfeasible. But NARTB has gone along with idea of fixed plan.

DuMont will certainly attack basic plan when it files comments, since proposal rejects DuMont's painstaking 1949-50 blueprint for 4-network competition, non-intermixing of vhf-uhf (Supplement No. 68).

CBS is bound to argue vigorously for more commercial vhf, especially in its key outlet cities -- Chicago, Boston, San Francisco, etc.

Yet ABC, which has as much to lose as DuMont, network-wise, but owns full limit of 5 stations, feels over-all plan is sound. And NBC, satisfied, is best situated of all -- with strongest network ties plus 5 key stations of its own.

* * * *

What plan means to networks is readily apparent when you tote up commercial vhf channels proposed: 188 one-station cities, 93 two-station, 19 three-station, only 6 four-station, only 2 seven-station, none with 5 or 6 stations. Many insist this means "two-network monopoly."

But argument from FCC runs this way: "DuMont plan was good job, and fine from network point of view, but artificial and wasteful from standpoint of full channel utilization. If our plan turns out to promote monopoly, remember that we have a pending proceeding designed precisely to eliminate monopoly." [See network "equalization" proposal, Vol. 6:40-48 and Supp. No. 71.]

"Uhf must come along and alleviate problem," FCC argument also goes. "Even if uhf is long in coming, we must make full use of vhf, which we have done."

But everyone wants vhf, regarding uhf as the "leavings". With uhf an economic unknown, some observers visualize eventual mergers of networks.

CBS can't be very happy with FCC nowadays, as it balances dubious color victory against allocations which would stymie it from owning stations (except possibly via through-the-nose purchases) in "life's-blood" markets. Already, CBS is being criticized by some of its AM affiliates who charge they were advised to stay out of TV when channels were to be had for the asking.

But vigor of opposition to FCC's plan may be tempered somewhat with knowledge that the longer the fight the longer the freeze remains.

Many technical and procedural questions won't be answered until FCC has pondered all comments after May 8 deadline. For example:

Suppose uhf freeze is lifted before vhf. Should applicant compete for uhf? And, if he wins, can he be foreclosed from requesting vhf when latter are available?

It may prove impossible to lift uhf freeze in intermixed vhf-uhf cities, if FCC can't find safe procedural answer.

Will some educators press for commercialization, partial or otherwise? Will such stations as old and profitable WWL, New Orleans, owned by Loyola U, be content with non-commercial stations or will they compete for the few remaining commercial channels? Will Iowa State's pioneer WOI-TV, only present educationally-owned station, choose to relinquish income-bearing and audience-winning network commercial shows, even though it doesn't have to?

A technical criticism raised is that FCC seems to be counting on far greater uhf coverage in rough terrain than it's likely to get. But FCC frowns on idea of powers over 200 kw, because of tropospheric interference.

* * * *

Question of equipment availability -- vhf and uhf transmitters, uhf receivers -- will get hotter as time goes on. Vhf outlook remains reasonably good (Vol. 7:11). Uhf is something else, depending on demand, manufacturing time, laboratory development (Vol. 7:12).

Uhf receivers face same problems, with demand and materials the governing factors. Only one manufacturer, Zenith, is currently promoting uhf angle, claiming its sets can be readily adapted. Most set makers have uhf units on the boards, waiting to see what FCC's plan looks like. Some say Commission gives impression it thinks that sets covering uhf, color, or what have you, can be turned off and on like a faucet.

NPA won't stand in way of transmitter construction -- little question about that, for present at least -- since relatively small amount of material can build a lot of transmitters. In fact, NPA officials were over to FCC recently to study problem. Only question they have, apparently, is whether NPA should "expedite" materials for transmitters.

Steel for towers is another thing, may prove stumbling block for some applicants. But many stations can use present AM or FM towers.

* * * *

Note: A few errors in allocation plan have turned up, inevitable in such complex compilation, so we've listed our own and FCC corrections to our TV Allocation Report in TV Addenda 12-L herewith. Working with FCC engineers, we plan to issue errata sheet shortly, covering all discrepancies. [Among these is asterisk beside channel for WOI-TV, Ames, Ia.; it should be removed.]

FILM PEOPLE BRIDLE AT FCC 'ADVICE': Motion picture leaders don't like what they regard as gratuitous advice from FCC about releasing their films and stars to TV.

But the few aspiring to get into telecasting by way of station ownership were satisfied with long-delayed FCC report (No. 51-317), released March 29, which indicated they won't be excluded from owning TV facilities because of involvement in anti-trust proceedings.

It took Commission 2 years to arrive at conclusion it will consider movie applicants on case-to-case basis (Jones and Hennock not participating). And added was blunt warning that movie industry must not expect too much sympathy on applications if it persists in withholding first-run films and stars from video.

Moviemen don't like attitude that they must release their wares to top competition, say it's their business who shall use their product, their fealty is first to the exhibitors (who unanimously oppose such move). Moreover, there's the Petrillo ban -- entirely beyond their control.

Either FCC doesn't know facts of business life, one said, or somebody has it in for movie industry. No secret is expressed antipathy of some within the FCC -- abetted by Justice Dept. trust-busters -- to movie interests getting into telecasting (Vol. 5:5). And a prime mover in getting late films released to Phonevision was FCC Chairman Coy.

In deciding to fix no blanket policy, FCC set up criteria to judge each case: Whether anti-trust violations were willful or innocent, recent or long past. No special weight will be given to whether alleged violation was civil or criminal, or whether it pends trial or has been adjudicated.

Criteria apply also to other types of applicants and licensees, for under "anti-trust" proceedings FCC has issued only temporary licenses to NBC, DuMont, GE, Westinghouse, Paramount, among others.

* * * *

Telecasters and their audiences would, of course, be delighted to get first-run pictures -- but former aren't pressing the point yet. As prudent business men, they recognize that even if they paid $1000 per showing for such films (an exceedingly high rental in today's TV), and if each of the 107 present stations booked a showing, the mere $107,000 revenue would be bagatelle to the producer as against theatre boxoffice. One big theatre often brings in more, and of course neighborhood theatre attendance might also be shattered by TV competition.

Independent Theatre Owners Assn., through president Harry Brandt, called FCC report attempt "to blackjack the industry into committing hara-kiri." Producers and theatres have vested financial interests in their film properties and theatres pay prices making them economically feasible, he said. "Why should they then turn over these films to TV for almost nothing [when] they could realize good returns from theatrical distribution?" he declared.

"The FCC has made demands we wouldn't have the gall to make," said a TV spokesman. Not yet, anyhow -- not until there are many hundreds more TV outlets and they're strong enough to compete with exhibitors. And that, thanks to FCC's prolonged freeze, is still a long way off despite present "unfreezing" efforts.

* * * *

Note: Practical effect of FCC probe was to lead 20th Century-Fox to drop its 5-city applications in disgust, Warners to drop Chicago application. Today, Paramount Pictures owns KTLA, Los Angeles; United Paramount WBKB, Chicago. Only other theatre interests owning TV stations are Wometco (WTVJ, Miami) and Kallett (WKTV, Utica) -- but there are quite a few theatre interests involved in the nearly 400 pending applications (see TV Factbook No. 12 and Addenda to date).

'HIDDEN ASSETS' IN THE FILM VAULTS? Financial worth of film companies could be substantially enhanced by TV market, present and potential, for feature films now vault-bound because of (a) Petrillo, and (b) exhibitors.

No advocate for release of such films to TV -- not yet, anyhow -- Paramount v.p. Paul Raibourn made this point in recent talk before New York Assn. of Customers Brokers. He's a financial man, has long been leader in effort to awaken movies to impact of TV, so his words bear close scrutiny.

He cited case of one company (rather obviously, Republic) whose asking price for TV rentals of pictures (carried on its books at $1 each) is exactly equivalent to the $4 per share at which its stock was currently quoted.

Did Mr. Raibourn's rather circumlocutory remarks, which were published in March 15 Commercial & Financial Chronicle, mean he foresees "gold mine" when his companies and others release their films to TV? Either to the present 107 stations, or when there are many more on the air?

We asked him that -- but he doesn't say. He merely points out that producers over last 20 years have invested about $5 billion in films. "There will be a lot of water over the dam before this kind of value is played with lightly," was his cryptic reply to inquiries seeking elucidation.

On same subject, Variety recently estimated "TV worth" of films in vaults of 8 major producers at $250,000,000. Variety toted 4057 features, 6000 shorts, several score serials (called "best" for TV) in vaults of MGM, 20th Century, Paramount, Warner, RKO, Columbia, Universal, Republic.

Aside from his widely quoted hint of "hidden assets" in storage films, Raibourn spoke about TV's impact on film business. He doesn't think it's to blame for more than 10% of current decline in boxoffice, won't account for more than 20-30%

when it expands to a national service. Movie industry's income is down now, he said, because of (a) drop of 50-60% in returns from foreign shows, and (b) drop of 30% in domestic attendance.

COLOR CASE PUZZLES SUPREME COURT: Supreme Court granted more delay to compatible color proponents this week -- by withholding start of commercial CBS color until final decision -- while CBS advocates labored desperately to stave off still more delay. During March 26-27 oral argument, it was obvious that greatest fear of U.S. Solicitor General Philip Perlman and CBS's Samuel Rosenman was that Court might send case back to lower court or to FCC for more thorough review or reconsideration.

If anyone predicts Court's decision with accuracy, it's sheer luck, since justices' questions had both sides alternating between exhilaration and dejection.

Whatever the outcome, students will certainly find case an extraordinary one -- in Court's obvious bewilderment about what it's required to do or can do; in lower court's "decision without a decision," (Vol. 6:46); in speed with which it reached highest Court; in time allowed for argument (5 hours); in maze of technical jargon; in spate of cross-allegations regarding motives.

Most perplexing to justices was element of haste -- being told that the "when" of their decision is as important as the "what". And, permeating whole fracas, was the unspoken fact of Korean war's impact on industry -- the simple fact that "color now" is academic regardless how the bitter litigation turns out.

Decision may come any Monday from now on. Court term ends in June, and new term starts Oct. 8. Traditionally, Court gets out decision during term in which case is heard, but we could elicit no prediction from CBS's Rosenman, Emerson's Rifkind or RCA's Cahill.

* * * *

Some strong minority opinions are expected, since each justice, like the fabled blind men, seemed to perceive a different part of the color "elephant".

Justice Frankfurter seemed to smell "monopoly like the BBC" in FCC's practice of setting up single standard, feared practice tends to negate "the history of science in achieving the impossible." In other comments, he seemed to sustain Commission's powers of discretion.

Justice Black was also concerned whether FCC had right to fix single standard and whether Commission wasn't foreclosing scientific advancement.

Justice Jackson, silent during most of argument, finally asked Rosenman:

"What is this court supposed to decide? We're not technically qualified, of course. If we're not supposed to decide which system is best, what's left for us to decide?"

Case should never have reached courts, replied Rosenman.

The "happy solution" -- a universal receiver which would get both CBS and RCA color -- was diligently probed by several justices inquiring into possibility of multiple standards. Rosenman said such receiver isn't possible, while Cahill reported that RCA had introduced diagram of such set during hearing.

Justices Vinson and Clark seemed to lean towards CBS at times. Former asked Cahill: "Doesn't FCC have the responsibility of seeing good color goes on the air?" Latter appeared impressed with CBS's argument of convertibility of existing sets, unexcited about compatibility argument, told Cahill:

"I want color. That's the objective, isn't it? How much will your color sets cost?" Cahill had some trouble, since RCA's major answers to convertibility and price have come since color decision. CBS was also bursting with desire to tell about post-hearing developments -- such as 17-in. drum (Vol. 6:52).

Lower court's decision obviously irritated several justices, notably Jackson. He considered lower court quite remiss in passing the buck and frankly admitting it. Other justices pointed to recent Universal Camera and Pittsburgh Steamship cases, in which they had held lower courts must really dig into facts.

Arguments of both sides were much same as in Chicago court (Vol. 6:46). RCA stressed compatibility and quality of its system, contrasted it with incompatibility

and performance limitations of CBS's, contended FCC arbitrarily closed its eyes to RCA progress -- in face of almost unanimous expert opinion.

Emerson said it had reputation to uphold, feared reactions of 700,000 Emerson set-owners when their sets blacked out at CBS-type colorcasts, argued FCC was attempting to regulate set manufacture through "bracket standards" device, and that Comr. Jones had an "obsession for color now" regardless of consequences.

CBS reiterated that its system is good, ready, simple, cheap, that FCC conducted fair and exhaustive study before arriving at decision. It contended that FCC was justified in ignoring RCA's post-hearing claims, because latter had presented FCC with nothing but "a series of broken promises." Furthermore, Judge Rosenman said, Commission has "left the door open" to RCA or anyone else who can come up with a decent system. "If our system isn't adopted," he warned, "you will have no color." At which Justice Frankfurter snapped: "And so what?"

IBEW's main pitch, through attorney Alfred Kamin, was that FCC was way behind the times in standardizing on a mechanical disc which permitted screens no larger than 12½-in.

* * * *

Only new voice was that of Philip Perlman, the Solicitor General, a homely, gangling, unimpressive-looking man -- but a powerful advocate with a reputation for never having lost a govt. case before Supreme Court.

Beautifully briefed by FCC lawyers, he conducted an arm-swinging denunciation of RCA and rest of industry for being "opposed to color."

Lower court did study case carefully, he insisted, and it made the only decision it could, based on the facts. Pointing at Cahill and Rifkind, he said:

"RCA has a commanding position in the industry. Everyone pays a tribute to RCA, through its patent licenses. They don't want color. They're in the business of selling sets. Hold up the decision 2 or 3 years and they'll sell 30,000,000 or 50,000,000 black-and-white sets. Then, they'll come in with the dot-sequential system and make every set obsolete.

"Let the FCC action stand," he shouted, "or destroy its usefulness forever."

* * * *

You figure out what the Court's going to do. Then figure out what FCC will do when compatible system comes before it again -- as it surely will.

PROS AND CONS OF PRESIDENTIAL BOARD: A permanent 3-man presidential advisory group, with great powers over govt. communications (including military) but apparently none over FCC, is prime recommendation of President's Communications Policy Board (Vol. 7:2,6,7) in report released by White House this week.

Board of 5 eminent scientists and administrators sweated through 59 sessions over year's period, came up with 240 pages of meat and gristle for Govt. and industry to chew on. Report covers whole gamut of wire and wireless communications -- among other things tends to throw cold water on TV's chances for more vhf channels.

Report is likely to prove hot subject for some time, particularly since Sen. Johnson (D-Colo.) has great misgivings about permanent board idea. He's seriously exploring powerful medicine in form of legislation to give FCC powers which would render academic many proposed functions of new board. CPB recommended:

Formation of a "Telecommunications Advisory Board" (preferably 3 men, possibly one) in President's office, to act as sort of "FCC" for all govt. agencies maintaining communications facilities. Report said such board should:

(1) Take over President's job of allocations to govt. frequency users, control of all communications during emergency.

(2) "Stimulate and correlate the formulation of plans and policies to insure maximum contribution of telecommunications to the national interest, and maximum effectiveness of U.S. participation in international negotiations."

(3) Stimulate research on communications problems.

(4) Require all govt. "users" to justify frequency demands, cooperating with FCC in allocating between Govt. and non-Govt.

New board would have no jurisdiction over FCC, and report recommends

strengthening of FCC in "funds and in organizational structure" -- same for all other agencies with "large telecommunications interests."

* * * *

Senator Johnson reacts this way:

"I don't like to see the Govt. have priority over civilian users. It has a lot of frequencies tied up -- like a dog in the manger. The military must have what it needs for security purposes, but no more.

"I've been doing some thinking about legislation which would give FCC authority over govt. users, just as it has over civilian users. Govt. users would have to go through exactly the same procedures of publicly justifying their use of frequencies as everyone else does. When it comes to frequencies involving security, these can be handled in executive session.

"I don't find too much fault with other parts of the report."

Senate majority leader Ernest McFarland (D-Ariz.), whose chief concern has been wire services, hadn't yet read report, thus had no comment.

On Commission side, members seem unanimous in agreement that all govt. users should have to justify their demands to somebody -- rather than merely jockeying, through non-policy-making specialists, within Interdepartment Radio Advisory Committee (comprising interested govt. agencies). Criticisms voiced by some commissioners:

(1) Report calls FCC a "user", therefore presumably not totally impartial, apparently because Commission defends its non-govt. allocations. Commissioners insist that Communications Act makes it clear their sole criterion is "public interest, convenience and necessity."

(2) Emergency powers of President would fall into hands of new board. In prolonged cold war, board could conceivably get arbitrary and kick around such non-govt. users as TV, AM & FM stations.

* * * *

Question of more vhf for TV is covered in some detail, with no flat recommendations one way or other. But report certainly isn't hot about idea, making it clear that giving all vhf to TV would mean terrific disruption of many other services, notably safety of life and military, and leaving impression it thought number of channels to be gained would still be inadequate.

Report is wonderful compilation of data on little-known governmental radio makeup and activities; e.g., Govt. has 28.2% of useful spectrum between 30 mc and 30,000 mc, non-Govt. 45.7%, with 18.5% shared and 7.6% amateur.

Wire communications occupy much, if not most, of report. And nub of recommendations is that: "The Govt. should adopt the policy of maintaining the strength of the private competitive international communications systems." Thus, the much-advocated merger is frowned upon.

Full report is valuable addition to your files, may be obtained from Govt. Printing Office for $1. Title: "Telecommunications, A Program For Progress."

Makeup of Communications Policy Board, which expired with completion of report: Dr. Irvin Stewart, president of West Virginia U and onetime member of FCC, chairman; Dr. Lee A. DuBridge, president of California Institute of Technology; Dr. William L. Everitt, dean of Illinois U electrical engineering dept.; Dr. James R. Killian Jr., president of MIT; David H. O'Brien, retired Graybar v.p.

Twin bills affecting FCC, among other agencies, were introduced last week by Arkansas Sen. McClellan and 12 other Senators (S. 1139) and by Michigan Rep. Hoffman (H. R. 3307), proposed that: (1) "Any Commissioner may be removed by the President for inefficiency, neglect of duty, or malfeasance in office, but for no other cause." (2) "Upon the expiration of his term of office, a commissioner shall continue to serve until his successor is appointed and shall have qualified." (3) Chairman shall have exclusive and final authority in matters of internal management, relations with Congress, execution of policies.

No more vhf experimentation, says FCC, for anyone except "transmitting equipment manufacturers, research laboratories and others engaged in developmental work requiring the use of radiation." That's what it said this week in denying applications of Easton Publishing Co. and Lehigh Valley TV Co. for directional antenna work on Channel 8 (Vol. 7:7), in Easton-Allentown area, and Northwest TV Broadcasting Co., Portland, Ore., for propagation tests on Channels 3, 6 & 10 (Vol. 6:45). In latter case, Commission said that it didn't want people buying sets thinking service was to be permanently available.

Station Accounts: "Natural" for spring is WOR-TV's *Rose Garden*, 3 half hours sponsored by Jackson & Perkins, Newark (horticulture), describing planting and care of rose bushes . . . Local inventors and their creations provide material for *The Big Idea* sponsored on WCAU-TV, Tue. 7-7:30, by Philadelphia Savings Fund Society, thru Gray & Rogers; half hour permits 4 inventors to do their stuff . . . Florists Assn. of Western Pennsylvania to sponsor *Say It With Flowers* on WDTV, Pittsburgh, Thu. 2:15-2:30, thru Whitman & Shoop . . . Handkerchief Promotions Inc., formed by 49 manufacturers of Handkerchief Industry Assn., planning campaign, including TV . . . Throwsters Group of National Federation of Textiles, to promote women's hosiery made from twisted nylon yarn, buys participations in women's shows on WNBT, WJZ-TV, WENR-TV, thru H. B. LeQuatte Inc., N. Y. . . . Delaware State Development Dept. planning test campaign including TV, thru Goff Associates, Wilmington . . . Among other advertisers currently reported using or preparing to use TV: Philadelphia & Reading Coal & Iron Co. (anthracite coal & heaters), thru McKee & Albright, Philadelphia; Gold Seal Co. (Glass Wax), thru Campbell-Mithun Inc., Minneapolis; Stokely-Van Camp Inc. (Honor Brand frozen peas), thru Kelso Norman Adv., San Francisco; Sportsmen's Show (Los Angeles, April 12-22), thru Ted H. Factor Agency, Los Angeles; Nicolay-Dancey Inc. (New Era potato chips), thru Ewell & Thurber Associates, Chicago; Verd-A-Ray Corp. (Tee Vee light bulb), thru Jay H. Maish Co., Marion, O.; Comfi-Coil Inc. (vinyl plastic hassocks), thru Hammer Co., Hartford; Sun Oil Co., thru Hewitt, Ogilvie, Benson & Mather, N. Y.; Strohmeyer & Arpe Co. (Re Umberto olive oil), thru Charles W. Hoyt Co., N. Y. (WJZ-TV); Kenwill Corp. (Magikoter paint applier), thru Duane Jones Co., N. Y. (WABD); J. A. Folger & Co. (coffee), thru Grant Adv., Chicago (WHAS-TV); Daggett & Ramsdell Inc. (children's novelty soap package), thru Erwin Wasey & Co., N. Y.; Ideal Film & Supply Co. Inc. (Falcon cameras), thru Richard & Gunther, N. Y.; Columbia River Packers Assn. Inc. (Bumble Bee seafoods), thru Botsford, Constantine & Gardner, Portland; Artistic Foundations Inc. (Profile bras & Profile-Hi girdles), thru Thomas & Delehanty, N. Y.

Network Accounts: Wildroot Co. April 4 moves *Charlie Wild, Private Detective* on CBS-TV from alt. Fri. 9-9:30 to Wed. 9-9:30, thru BBDO, N. Y. . . . Allen B. DuMont Laboratories (TV sets) April 12 starts *Royal Playhouse*, second-run films of *Fireside Theatre* on DuMont, Thu. 9:30-10, thru Campbell-Ewald Co., N. Y. . . . Longines-Wittnauer Watch Co. considering sponsorship of musical series on CBS-TV, alt. Thu. 10:30-11, thru Victor A. Bennett Co., N. Y.; would alternate with Carter Products' *Crime Photographer* starting April 19, thru Sullivan, Stauffer, Colwell & Bayles, N. Y.

TV advertisers can save up to 19% by placing their business on a spot basis, rather than buying network, according to Katz Agency's new 8-page brochure titled *Straight Thinking on TV Costs*. After alluding to current complaints about high costs of network programs (Vol. 7:2-4,7-8), big rep firm makes following comparison of network vs. spot costs on half-hour, night-time program: On 35 interconnected NBC stations, $14,760; same on spot basis, $12,260. On 20 interconnected CBS stations, $8395.50; same on spot basis, $1639.50.

More rate increases reported: WBZ-TV, Boston, Feb. 1 raised base hourly rate from $700 to $1000, one-minute announcements from $125 to $200. On April 1, WSM-TV, Nashville, goes from $200 to $300 & $30 to $50; KRLD-TV, Dallas, from $300 to $400 & $45 to $60. On May 1, WMAR-TV, Baltimore, ups from $550 to $700, $100 to $125.

Personal Notes: Comdr. Mortimer Loewi, DuMont director, left this week on business trip to Europe . . . Marlo Lewis, handling Ed Sullivan, Frank Sinatra, Steve Allen shows, and Donald Davis, producer, appointed CBS-TV executive producers . . . Roy W. McLaughlin appointed mgr. of national TV spot sales, WENR-TV, Chicago, in separation of radio and TV now being effected: Edward Lynch handles WENR national radio sales . . . Albert V. (Bud) Cole succeeds Robert V. Brown as program mgr., NBC's KNBH, Hollywood . . . Wade H. Alley, ex-FBI, named program & public relations director, WHIO & WHIO-TV, Dayton, succeeding Lester Spencer, resigned to become mgr., WBKV, Richmond, Ind. . . . Wm. Elwell quits WCBS, New York, to join executive staff of WDSU & WDSU-TV, New Orleans, Lyman Clardy being named WCBS operations mgr., Rex Coston production director . . . Paul R. Martin, ex-Compton and NBC, joins Philip I. Ross Co. as TV-radio director . . . Ed Leftwich, ex-Young & Rubicam, now TV director of Masterson, Reddy & Nelson, program producers . . . F. J. (Joe) Kelley, onetime RCA fieldman, now mgr. of WTSP, St. Petersburg, Fla., named executive v.p. and a director of *St. Petersburg Times* . . . R. Morris Pierce, president of WDOK, Cleveland, wartime engineer for OWI, has taken leave of absence to work on Voice of America construction program, leaving Walberg L. Brown in charge.

George M. Burbach Jr., 41, son of the director of *St. Louis Post-Dispatch's* KSD-TV, died of heart attack in Hartford March 24. Formerly with NBC, he had been with various New York advertising agencies, and recently was instructor in TV at Fordham U. He is survived by his wife and parents.

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TV hits moviegoing and radio listening hardest, newspaper reading least. That's conclusion of BBDO survey last November of leisure time activities of 5657 urban homes, released March 29. During average day, BBDO reported, 18% of persons in non-TV homes attend movies; only 12% in TV homes—a 33⅓% decline. Radio listening drops from 87% in non-TV homes to 67% in TV homes—a 23% decline. Survey showed average TV viewer spends 3 hours 24 minutes in front of TV set. Sunday newspaper readership is virtually same in non-TV and TV homes, 94% & 93%, respectively. Average reader of morning weekday newspaper in non-TV home spends 40 minutes, in TV home 37 minutes. Weekly magazine readership declined from 69% in non-TV homes to 60% in TV homes.

Screen Actors Guild was upheld this week by NLRB as the appropriate bargaining unit for all film performers—whether film is used on TV or in theatre. In decision, NLRB rejected TV Authority (union of live performers) argument that it should have jurisdiction over actors performing in film productions made especially for TV, called for elections within 30 days in major producer studios as well as independent units (Apex Film Corp., Bing Crosby Enterprises, Cisco Kid Pictures, Jerry Fairbanks, Flying A Pictures & Hal Roach Studios). Still pending is TVA request that it be authorized to represent all actors hired by TV networks for film programs.

TV stations may have to shut down during enemy air attack, unless FCC and military work out some plan permitting vhf stations to remain on the air. So far, that's somewhat dubious, according to best information we've been able to gather. Plans for keeping standard broadcast station on air during air alerts were revealed to 700-odd broadcasters and their engineers at closed FCC meeting in Washington March 26.

Only TV application this week was from WABB, Mobile, Ala. *(Mobile Register & Press)* for Channel 8.

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Mobilization Report
March 31, 1951

FULL MILITARY IMPACT IN '52—WILSON: Industry and the public won't feel defense program's full impact until early 1952, Defense Mobilizer Charles Wilson estimates in first quarterly report on U.S. rearmament. ODM makes most optimistic estimate yet of 1951 TV-radio production -- approximately 7,000,000 TVs, mere half-million under last year's output, 14,500,000 radios, about same as 1950.

Most military items -- including communications and electronics equipment -- "require months between placing an order and date of delivery, and some require 2 to 3 years," report notes -- meaning that many orders already placed won't be felt in terms of production for some time.

Military demand for electronics equipment "has scarcely yet been felt." Report says full impact will come "when the heavy end-products of war -- tanks, planes, automatically controlled weapons -- reach mass-production stage. Current near-capacity production level of the industry is approximately $4.5 billion." Although Govt. has so far given electronics scant aid in expansion, "we hope to be able to expand capacity further this year."

Approximately $23 billion has been obligated for military "hard goods" since June, and Defense Dept. is now letting contracts at rate of approximately $1 billion a week -- which, according to rough rule of thumb, should mean about $100,000,000 a week for electronics-communications.

SECOND QUARTER CONTROLS WILL BITE: Shortages and materials controls will really begin to bite into TV-radio production this quarter -- unless industry voluntarily pulls in its horns because of trade slowdown.

There won't be much military production to fill the gap, either. Defense orders will continue to come in -- but there'll be plenty of engineering, development, pilot runs, field testing, before military gives final go-ahead on full-scale production. With a few exceptions, defense orders for actual production of electronic equipment will continue at slow pace in second quarter.

Add to this picture the possibility of slowdown in mobilization program. There's much talk in Washington of letup in rearmament rate -- of pushing target date for full buildup from 1953 to 1954 or 1955. This would relieve, or partially head off, some shortages of strategic materials -- but it would slow down rate of military procurement even further.

Interlaced in this problem is question of controlled materials plan -- which would allocate steel, copper and aluminum according to end-use essentiality (Vol. 7:3,12). Though mobilization boss Wilson said March 26 that there's still some doubt whether Govt. will adopt CMP, most production officials, including NPA chief Fleischmann, say some form of CMP will go into effect July 1. However, it's expected that these controls will be far less extensive than originally planned.

Full effect of any CMP-type plan ordered into effect July 1 wouldn't be felt by industry until fourth quarter. Likewise, if there's any slackening in mobilization pace, it certainly won't register until last half of year. As for second quarter, the die is cast -- the bite is on.

As for prognostication, govt. electronic production experts shy at making any estimate. They insist things will be "tougher" but when you ask about possible output, they point to first quarter's 2,000,000-plus TVs -- and say they never dreamt industry could turn out that many, so why guess about next quarter?

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Many manufacturers anticipate 20-25% cutback in TV-radio production during second quarter. While they attribute this to shortages and materials controls, it's apparent they're really thinking of market conditions (see p. 13) -- though none will say so. A 25% drop in TV production would result in output about equal to last

year's second quarter (about 1,500,000). One manufacturer who specializes in higher-priced sets, incidentally, says his production will be down 40-50% "on basis of steel order alone."

* * * *

Here's the real dope on materials outlook for second quarter, based on best information available:

STEEL -- Most TV-radio manufacturers see steel as the limiting factor in second quarter production -- this because steel order M-47 is first one to affect them directly (Vol. 7:10-11). It limits each durable goods maker to 80% of amount of steel (by weight) that he used during average quarter of first-half 1950.

Some manufacturers are planning to cut weight of chassis by as much as 38%, others say they can eliminate 60% of steel in transformer cores by using line-connected circuits. The sooner these savings are put into effect, the less steel limitation will cut into their production.

If steel does prove to be limiting factor, TV-radio production may run zig-zag course during second quarter, with output dropping last week in April, last week in May and entire month of June. This is because M-47 doesn't let manufacturers use more than 40% of their quarterly steel ration in any month. If they produce the full 40% in April and in May, June's maximum permitted output will be half that for April or May.

But before quarter is over, it's possible that other materials may pose even bigger problems to set makers than steel.

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COBALT -- Under all-out NPA allocation since Feb. 1, progressively less of this scarce metal will be set aside for TV-radio this quarter. Computation of supply for April, just completed by NPA, shows sharp cutback in amount to be doled out for TV-radio uses. During March, TV-radio industry got 42,000 lbs., or 33% of its requirement. In April, it's scheduled to get 29,000 lbs., or 25% of requirements.

But set makers say speakers have been coming in O.K. -- at least, they haven't been major stoppage point so far. Average speaker now uses two-thirds less alnico (24% cobalt, 14% nickel, 8% aluminum, 3% copper, 51% iron) than last year. One magnet maker says his biggest worry at the moment isn't cobalt, but nickel.

Alnico magnets are widely used in picture tube focus units. While most manufacturers plan to redesign circuits to accommodate electrostatically-focused picture tubes (which require no magnets), none is known to have taken the plunge yet -- and no tube maker has been reported mass-producing the new type tubes. But it's safe bet that electrostatic tube will be industry standard by year's end.

COPPER -- A long-time sore spot, shortage of copper wire and wire-wound components is now near top of set manufacturers' list of production worries. Fabricators and wire mills have been feeling ever-tightening pinch since NPA Order M-12 took effect Jan. 1. Beginning April 1, fabricators will be permitted to use copper at 75% of their first-half 1950 rate, as compared with 80% in March, 85% in January and February. Wire mills will still be limited to 80%.

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NICKEL -- International Nickel Co. estimates that 80% of nation's supply will be reserved for defense priority orders, despite fact that Order M-14 "permits" fabricators to use it at 65% of first-half 1950 rate. Nevertheless, on basis of tube makers' estimates, it's possible coming crisis in receiving tubes (Vol. 7:11) may be forestalled until third quarter.

Entire nickel problem has been dumped in lap of newly planned high-level Electronics Production Board (Vol. 7:11-12), and it's most pressing item on board's agenda for next weekly meeting April 2.

Receiving tube manufacturers met March 27 with NPA (for list of those attending, see p. 12), and made these points: (1) Present production of military tubes is extremely low. (2) To keep tube plants going, 250,000 lbs. are needed in April, 225,000 in May, 200,000 in June for civilian production.

Most immediate shortage is in special type of nickel from which tube pins

are made. Tube makers urgently requested NPA's aid. If this emergency help in pin metal situation comes soon, production may hold up this quarter.

Some new set production will eventually have to be sacrificed to meet demand for replacement tubes, NPA told tube makers -- emphasizing that tube industry can hope for only enough nickel to survive until big military production begins.

TUNGSTEN -- Tube industry will begin to feel shortage in June. April's allocation, first under NPA Order M-30 (Vol. 7:4,8), will be made next week. First 2 months' allocations aren't expected to work hardship on tube industry.

Tungsten is used in all tube filaments, in grids of subminiature types and leads of some acorn and other small tubes. NPA officials warn that military will take huge chunk of nation's supply (all imported) in third quarter, and that Govt. will listen sympathetically to tube makers' tungsten problems only if they can prove they're practicing maximum conservation.

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ALUMINUM -- On paper, there's been no cut in permitted use by fabricators -- 65% of their rate of consumption in first-half 1950 (M-7). But NPA Order M-5, as amended March 26, requires aluminum producers and fabricators to reserve average of 60% of output for defense orders. This is 15% more than they were required to set aside in February and March.

Most set makers are eliminating aluminum parts, such as brackets, cup over end of picture tube, etc. But capacitor manufacturers can't get along without aluminum. They've already felt the squeeze, and it's getting tighter.

CADMIUM -- This metal, used in TV-radio for plating chassis, isn't reported particularly short now. There's some doubt whether Order M-19 bans its use on TV chassis (Vol. 7:11), but clarification is expected soon. Manufacturers should be lining up substitutes now, since it may be only matter of time before there's an airtight ban on its use.

Plastics, rubber, chemicals, used in components, are already short on spotty basis, and like almost everything else, will become scarcer.

During second quarter, NPA says it will continue to lend sympathetic ear to emergency shortage problems -- and especially those of smaller firms where inability to obtain a part may spell disaster.

Mobilization Notes: Indicating military's increasing interest in use of TV, Signal Corps this week ordered camera chain and other industrial TV equipment from RCA. Among other Signal Corps contracts awarded this week was one to RCA for 5,928,983 electronic tubes of 67 different types. Dollar values of contracts are no longer announced, because of security regulations.

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Mobilization Personals: Col. Gilbert Hayden, ex-chief of Air Materiel Command Electronics Subdivision, Wright-Patterson Air Force Base, named Air Materiel Command deputy chief of engineering and nominated by President Truman for promotion to brigadier general . . . Col. William M. Talbot, retired Air Force signal officer, appointed director of Civil Defense Administration's newly-created Warning & Communications Div. . . . Rex L. Nicholson, California implement and tractor company executive, to become special assistant to Civil Defense Administrator Millard Caldwell April 1 . . . Luther W. Hill, president of Carolina Telephone & Telegraph Co., appointed director of NPA Communications Equipment Div., succeeding Brig. Gen. Calvert H. Arnold, who will continue with division temporarily as consultant.

Molybdenum, used in power tubes and to small extent in some receiving tubes, will be placed under complete govt. allocation starting May 1 (NPA Order M-33, as amended). Nickel and tungsten shortages, however, are expected to have far greater effect on tube production.

Some idea of mineral expansion program by DPA may be gained from these figures, submitted to House Appropriations subcommittee early in March by Administrator Wm. H. Harrison: For rest of fiscal year, $4,460,000 has been earmarked for purchases of chromite, beryl, columbium-tantalum, manganese and mica. In addition Defense Minerals Administration will commit $336,000,000 during next 3 months to buy, at above-market prices, quantities of chromite, cobalt, fluorspar, manganese and nickel. DMA also plans to purchase, at or below market price, aluminum, copper, molybdenum, tungsten. DMA also revealed it was thinking of $65,000,000 loan to Canadian Falcon Bridge Nickel Co. to build nickel refinery in Canada or U. S. (Falcon now refines all its nickel in Norway); $70-85,000,000 loan to Copper Range Co. to expand copper mining at White Pine, Mich.

Members of Receiving Tube Industry Advisory Committee, who discussed nickel shortage with NPA officials March 27 (see p. 11): J. M. Lang, GE; J. Q. Adams, Hytron; W. J. Peltz, Lansdale (Philco); K. C. Meinken, National Union; Carl Hollatz, RCA; N. B. Krim, Raytheon; R. E. Carlson, Tung-Sol; R. F. Marlin, Sylvania.

NPA extended to second quarter the provision in copper order permitting manufacturers whose plants were shut down for more than 15 days during first-half 1950 to omit month or months during which shutdown occurred from base period computation (Direction 2 to M-12, see Vol. 7:5).

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Trade Report
March 31, 1951

BLUE-BOOK FOR TV TRADE-INS PROPOSED: If TV industry can show Federal Reserve Board how trade-in values can be "blue-booked," as in the automotive industry, there's 50-50 chance Regulation W might be revised to permit retailers to apply such trade-in values as down payments on new sets.

Industry committee came away with that sentiment from 90-minute conference March 23 with about 10 members of Federal Reserve staff in Washington.

Such a move would doubtless help TV sales immeasurably, for Regulation W is regarded as the chief contributor to TV's current inability to move big inventory. "There are plenty of people with good credit who want to buy new sets, but don't have the ready money," in the words of sales chief of one major manufacturer.

Regulation W now prohibits such transactions, requires 25% down payment on list price -- with trade-in values applicable only to balance.

Committee is working on details, may have plan in few weeks. Big problem is that TV-radio trade never had "blue book" like auto industry's. Trade-in value must bear "reasonable relationship" to the set's resale value. What makes for complexity is fact prices have changed so greatly over last few years; also, there are 100 manufacturers, and some have put out as many as 40 models in one year.

Since Regulation W is designed to hold down volume of credit sales, FRB staff ventured these observations:

(1) If regulation is revised to permit trade-ins on down payments, might FRB not find it necessary to make terms even more stringent -- perhaps raising them from 25% down and 15 months to 33 1/3% down and 12 months (as in auto purchases)?

(2) What about other consumer durables with resale market -- like refrigerators, washing machines, stoves, etc. -- shouldn't they have "blue books", too?

Committee which met with Reserve Board staff comprised: John Otter, Philco; Walter Stickel, DuMont; C. P. Baxter, RCA; Mort Farr, NARDA president; Herman Stein, Davega; James Secrest, RTMA.

OUTPUT AND TRADE AT LOWER LEVELS: It's possible TV production slide has begun -- for first quarter's 12th week ending March 23 resulted in output of only 161,602 receivers (5801 of them private brand) as against preceding week's 181,008 (Vol. 7:12). Factory inventories at week's end rose to 235,142 from preceding 196,326.

With one week yet to be reported by RTMA, industry's aggregate output for first 1951 quarter thus far is 2,038,245 units -- so it looks like quarter will end with about 2,200,000. This compares with 1,605,000 for same 1950 quarter and about 2,500,000 for record fourth 1951 quarter.

Radio slipped a bit, too, down to 330,253 from preceding week's 364,916, making 12-week total 3,978,099. Factory inventories at week's end were 136,037 compared to 142,247 the preceding week. March 23 week's output comprised 190,260 home radios, 112,597 auto, 27,396 portable.

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Business at retail level, meanwhile, continued too slow to unload bloated inventories -- but flurry of distress selling and price-cutting seemed to have subsided somewhat and by and large the price line was being held.

No major manufacturer followed Admiral's lead (Vol. 7:11) in cutting lists at low end of his line -- generally the table models selling around $200 -- but just about all (including Admiral) admit they're now concentrating on lower-priced models in their current production.

Motorola, in fact, reveals it's making no combinations at all starting this week and continuing indefinitely. Its second quarter TV cutback is 20%. All through the industry curtailed operations, mainly reduced work weeks, are evident. Chicago

AP report March 30 noted "large scale layoffs." UP reported about 1250 laid off by Admiral, 400 by Hallicrafters, "some" by Zenith, some by parts makers -- labor people estimating total of 10,000 out and companies calling them "temporary furloughs."

Huge advertising campaigns, mostly factory financed, are under way to move pileup of merchandise, variously estimated at 1,000,000 or more sets. Only a few big companies claim their distributors and dealers aren't overloaded, these few saying they "planned" for the Easter and second quarter hiatus but admitting fear of being dragged down in a potential demoralization of markets.

Business was "normal" up to mid-March, they say, but distributors-dealers were led to expect "abnormal" purchasing to continue. Hence they loaded up for big demand and continued easy selling that didn't materialize, so that now their credit positions are precarious and they refuse to accept more shipments.

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Everyone seems to have own theory how to meet situation, most often heard plaint being against Regulation W. Few believe dragging market will prevail long, and we're still told by factories that steel order (see p. 10) and other restrictions will inevitably mean less output and inevitable shortages later this year.

One refrain that runs through much of the master-minding is epitomized in this remark by the sales chief of a major producer: "We're competing for the consumer dollar now, not just with each other." In other words, TV trade's job is to persuade buyers to choose their goods ahead of automobiles and other durables.

Topics & Trends of TV Trade: TV-radio achieved third place in home furnishings industry's record 1950 retail sales, being credited with $3 billion by Gen. Lawrence H. Whiting, president of American Furniture Mart, Chicago. Household appliances led with $3.6 billion, retail furniture was second with $3.5 billion, reversing their 1949 positions. Total for every branch of home furnishings industry was estimated at record $16,511,000,000, compared with $12,852,000,000 in 1949 and $13,492,000,000 in 1948. Gen. Whiting predicted first 1951 quarter will probably exceed comparable 1950 quarter's dollar volume, first 6 months probably run equal to same 1950 period, but final 3 quarters will see "a slowing down due to the mobilization economy."

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Cross-section survey of 1882 respondents to *Good Housekeeping* "consumer panel" last December, just issued, discloses 363 already owned TVs—and only 4.9% of 1519 not then owning sets planning to buy in 30-90 days. But 24.9% said they'd buy within year or two, 35.9% said they'd wait longer, remainder had no plans to buy. Of those not buying within few months, 26.2% said they couldn't afford to, 25.8% said they were waiting for improvements (better programs, better pictures, color). Composite of set features desired showed new purchaser wants 16-in. mahogany console with AM-FM-phono, in conventional, modern or period styling, costing $200-$300.

February excise tax collections for TV-radio sets, phonographs, components totaled $11,349,880, down considerably from high of $19,439,774 in January (Vol. 7:10), but considerably above $3,373,865 in February 1950. Reason January collections leaped so high was because that was first full month reflecting new 10% TV collections which began in November. Total excises collected from TV-radio industry for 8 months from July 1950 were $59,490,975, compared to previous 8 months' $25,263,982.

February receiving tube sales by RTMA members ran 36,821,794, of which 24,578,991 went into new radio or TV sets, 2,355,356 into other devices, with 8,237,372 for replacement market, 1,429,783 for export, 220,292 for Govt. Total was just under January's 37,042,303 (Vol. 7:9), but 48% above February 1950.

Trade Miscellany: Emerson to date has sold more than 700,000 TVs of the nearly 12,000,000 sets-in-use (Vol. 7:12)—disclosed by its counsel, former Federal Judge Simon Rifkind, during his Supreme Court argument in color case this week . . . GE's TV and radio sales first quarter 1951 were "far ahead" of same period last year, and "we expect to maintain a high sales volume in the months ahead," according to A. A. Brandt, gen. sales mgr. . . . Sheldon Electric, CR tube maker, is preparing to make radio receiving tubes, with full production end of April at plant in Irvington, N. J. . . . Zenith reports that by fall it will be able to occupy new 450,000-sq. ft. plant—comprising 2-story structure already up and adjoining 3-story building now being erected; they're located about 2½ miles west of its main Chicago plant.

New sets and prices: Raytheon 17-in. console with AM-phono at $469.95 . . . Kaye-Halbert 20-in. walnut console at $299.95; mahogany, $319.95; blonde, $339.95 . . . Tele King 14-in. leatherette table at $169.95; 16-in. leatherette table at $189.95 . . . Sears Roebuck 14-in. plastic table at $199.95. Sears' new spring flyer advertises 16-in. table at $239.95 (formerly $279.95) and 16-in. console at $269.95 (formerly $299.95) . . . Muntz has cut prices on 17-in. leatherette table to $149.95; same in wood to $179.95; same in console to $219.95 . . . Magnavox, in April-May promotion, cut newly-introduced 20-in. Shoreham console from $445 to $395.

National Assn. of Cathode Ray Tube Manufacturers has been formed, with Charles E. Cohn, Arcturus, president. Organization comprises smaller CR manufacturers, with these other officers: Jacob J. Samuel, Sheldon, v.p.; Lester A. Landeau, Television Tube Research Laboratories, secy.; Thomas Stave, Eureka, treas. Board includes officers and Don Ferraro, Fidelity; Sam Antkies, Tel-O-Tube; Thomas Clinton, Thomas Electronics. Moses Shapiro, 575 Madison Ave., New York, is counsel.

Bendix Aviation president Malcolm P. Ferguson reported to stockholders at annual meeting March 28 that backlog of unfilled orders has jumped from $170,000,000 a year ago to $475,000,000 today—that February military shipments were almost 85% higher than same month last year, civilian 13% higher.

Financial & Trade Notes: Television-Electronics Fund Inc., open-end investment trust specializing in TV-radio securities, in unaudited report as of Jan. 31, 1951, released this week, shows total assets at cost of $4,981,934, net assets at value applicable to outstanding shares $6,125,746. As of Oct. 31, 1950, the figures were $4,878,588 & $5,560,-022, respectively. Net asset value per share of its 480,848 outstanding shares (out of 5,000,000 authorized) was put at $12.74 as of Jan. 31, up from $11.84 Dec. 31, 1950, and $10.98 on Jan. 31, 1950.

These were Fund's common stock holdings ($4,277,135 at cost, $5,490,300 at current market quotations as of Jan. 31), all showing enhancement since purchase save those companies listed in italics:

Admiral 5000, Aerovox 6000, American Bosch 9000, American Broadcasting 6000, American Phenolic 2000, AT&T 1000, Bendix Aviation 3000, *Clark Controller* 1000, CBS "A" 6000, Consolidated Engineering 2300, Corning Glass 2000, Cutler-Hammer 4000, Disney Productions 6500, *DuMont "A"* 6000, Eastman Kodak 5000, Emerson Radio 6600, Fairchild Camera 2000, Fansteel 3800, *Federal Enterprises Inc.* 2000, GE 5000, *Hallicrafters* 1000, *Haloid Co.* 1800, Hammond Instrument 1000, Hazeltine 2000, I-T-E Circuit Breaker Co. 1100, IBM 1155, International Resistance 3000, LaPointe Plascomold 5000, *Loew's Inc.* 6000, Mallory 1200, Minneapolis-Honeywell 6500, Motorola 5500, Muter 4000, Oak Mfg. 6000, *Otis Elevator* 4000, Owens-Illinois 2000, Philco 12,000, RCA 14,500, Raytheon 5000, Reliance Electric 2000, Remington Rand 7000, Sperry 3000, Sprague 5000, Sylvania 2000, *Tracerlab Inc.* 1000, Tung-Sol 2000, *20th Century-Fox* 5000, *United Specialties* 2500, Webster-Chicago 10,000, Westinghouse 6000, Zenith 2500.

In addition, 9000 shares of Conrac Inc., or 10% of outstanding voting stock, and 2400 shares of Television Associates Inc., 9.64%, are held in the fund, plus govt. bonds costing $100,000.

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Admiral notice of annual meeting April 12 discloses that, of 1,928,000 outstanding shares of capital stock, chairman-president Ross Siragusa and immediate family are owners or trustees of 794,904 (41.23%); John Huarisa, executive v.p., and family, 106,520; Richard F. Dooley, v.p., and wife, 67,516; Lynn C. Park, treas., 24,820; Maurice S. Despres, director, president of Dale-Connecticut Inc., New Haven distributor, and wife, 6288; Frank Uriell, v.p., and wife, 1200. Company on Nov. 13 purchased 72,000 shares from Kenneth D. Turner, retiring v.p., at $28.50. Remunerations for 1950 included: Mr. Siragusa, $127,703; Mr. Huarisa, $76,742 plus $75,000 bonus; Wallace C. Johnson, v.p., $30,576 & $30,000; Mr. Dooley, $17,217 & $16,500; Mr. Park, $19,765 & $19,000.

Radio & Television Inc. (Brunswick brands) reports 1950 sales of $2,118,105 and net loss of $36,467—but notes that Thomasville Furniture Co., Thomasville, N. C., in which it is 50% co-owner with Capehart, during 8 months ending Dec. 31, 1950 showed growth "little short of remarkable." Thomasville firm recovered $35,000 on a contested claim, reduced original $200,000 mortgage to $135,000 effected other economics; so that, having started fiscal year with deficit of $183,493, it ended year with surplus of $13,660. David E. Kahn is chairman of parent company, Herbert L. Weisburgh president, Alfred O. Englander v.p. & secy.

Oak Mfg. Co. reports earnings for 9-month period ending Feb. 28 were $2.06 per share on 461,149 shares then outstanding vs. $1.70 per share on 450,000 shares same period last year—with sales (unreported) said to be "well over 50% above the previous year."

Sylvania, reporting record 1950 (Vol. 7:12), has called stockholders meeting April 25 in Boston, will ask authorization for 1,000,000 additional shares of no par common stock, stating that directors believe it advisable at first favorable opportunity to issue between 250,000 & 500,000 shares for additions to working capital, new plant, etc., to support increased volume of business. Company now has 1,500,000 shares authorized, of which 1,456,550 are outstanding. Officer-stockholdings include: Max F. Balcom, chairman, 3605 shares; Don Mitchell, president, 3000; Frank A. Poor, vice chairman, 7200; H. Ward Zimmer, executive v.p., 3903. Remunerations listed for 1950: Mr. Balcom, $50,816 salary & $12,287 profit-sharing; Mr. Mitchell, $76,250 & $28,398; Mr. Zimmer, $46,668 & $17,570.

Zenith officer-director stockholdings are listed in March 20 proxy notice of annual stockholders meeting in Chicago April 24. Of 500,000 authorized common shares of no par value, 492,464 are outstanding, with president E. F. McDonald Jr. holding 49,191 (38,931 owned by his wholly-owned Seneca Securities Corp.); Hugh Robertson, executive v.p., 1518; Karl E. Hassel, asst. v.p., 100; Ralph Hubbart, director, 100; Frank A. Miller, director, 500; Irving Herriott, counsel & director, 500; Irving R. Allen, adv. specialist & director, 100. Salaries list include: Mr. McDonald, $40,000 base salary, $118,190 bonus for fractional fiscal year May 1-Dec. 30, 1950 (to be changed to calendar year starting 1951); Mr. Robertson, $33,333 & $118,190; H. C. Bonfig, sales v.p., $26,666 & $56,826.

Wilcox-Gay Corp., which now embraces the Majestic and Garod companies (Leonard Ashbach), consolidated statement for 1950, reports sales of $8,002,572, net profit of $28,205. In first 8 months of 1950, prior to merger with Garod-Majestic, Wilcox-Gay sales were $1,953,947, loss $444,720, so that after merger sales amounted to $6,048,-625, profits after taxes $472,925. Operations for first 1951 quarter continue profitable, reports Mr. Ashbach, with sufficient backlog of civilian and govt. orders "to keep all plants running at capacity well into next year."

Sprague Electric Co. reports 1950 net income as $3,-345,404, equal to $6.84 per share on 489,155 shares outstanding, vs. 1949 net income of $1,206,054, or $2.48 per share on 486,155 shares. The 1950 volume reached record of $28,614,860, which president Robert Sprague told stockholders March 27 should be exceeded this year.

Tung-Sol on May 1 calls for redemption of 10,000 shares of its 48,236 outstanding preferred stock, to be selected by lot after March 30. Call price is $17.50 a share.

Standard Coil Products Inc. has had its stock (1,470,000 shares outstanding) admitted for trading on N. Y. Stock Exchange.

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Trade Personals: George B. Howell elected chairman of Electronic Tube Corp., Philadelphia, whose president now is **Henry S. Bamford**, ex-chief engineer . . . Maurice L. Levy, onetime Stromberg-Carlson, Emerson and Philco engineer, named Tele-tone director of engineering . . . Sidney Lidz, director of color research, promoted to chief engineer, Starrett . . . L. E. Septer, ex-Crosley, named gen. sales mgr., Tele King . . . James B. Lindsay, ex-RCA, elected engineering v.p., Thomas Electronics Inc. . . . Frank Guthrie, ex-Rauland sales mgr., named field asst. to Air King president David H. Cogan . . . Wm. Lightfoot promoted to gen. mgr., Russell Electric Co., Chicago, Raytheon subsidiary . . . Arthur H. Rogow elected president, Everett M. Patterson engineering v.p. of Super Electric Products Corp., Newark, subsidiary of Universal Laboratories Inc. . . . Ellis L. Spray, ex-Westinghouse v.p., joins W. L. Maxson Corp., electronics manufacturer.

Telecasting Notes: Kefauver telecasts proved that "vacuum cleaner" audience can be very considerable—New York AP report noting they depressed local retail trade 23%, required extra generators to handle increased power load, enjoyed 30,000,000 audience in 21 areas to which they were piped . . . **Cost to industry** of handling crime hearing telecasts was estimated at $75,000—most stations keeping spot commercial schedules but hard-pressed to relinquish shows; ABC-TV sponsor Time Inc. reported to have spent $200,000, regarding it as big bargain since "talent was free" . . . Several independent radio stations, including New York City-owned WNYC, New York WFDR (FM) and Pittsburgh WWSW, picked audio part of Kefauver Washington telecasts off the air and rebroadcast it by permission of DuMont Network . . . Rep. Keating (R-N. Y.) among first to record films for fortnightly telecasts of reports to his constituency via WHAM-TV, Rochester . . . Easter throngs on Fifth Avenue, due to cold weather and TV, hit peak of only 550,000 to 600,000, as against traditional sunny Easter Day's 1,000,000 to 1,500,000, according to *New York Times* . . . CBS has leased "spectacular" on 46th & Broadway from Douglas Leigh Inc., will use giant animated electric sign for promotion of WCBS & WCBS-TV programs . . . Margaret Truman's exclusive contract with NBC calls for 11 TV and radio appearances between now and June 1952, with option for 4-year renewal . . . In line with growing exclusivity policies of networks, CBS signs Mary Sinclair, actress in 14 *Studio One* shows, calling it "approach to star system intended to recognize those talents that have matured within our own medium" . . . And NBC reports signing new long-term contract with **Burr Tillstrom**, creator of *Kukla, Fran & Ollie* . . . Independent WPIX, New York, now doing same sort of promotion that WOR did in its early days under Al McCosker, building up local prestige as a non-network TV; last week's *New Yorker Magazine* carried full-page WPIX ad listing 57 clients, products, agencies, comparing New York area's total claimed 2,050,000 TVs (as of Jan. 1) to circulations of city's 9 dailies.

BIG league baseball will be telecast this season from the lots of all clubs save St. Louis Browns and Cardinals, Pittsburgh Pirates. Many a minor league club, too, will permit telecasts this year. In all cases, advertising sponsors will pay for rights as well as foot the telecasting costs. In some instances, only partial home schedules will be telecast, by agreement, presumably to whet attendance—also because stations couldn't always clear time.

Baseball is expected to prove boon to TV receiver market once again when season gets under way April 16. Here's lineup of big league telecast schedules, stations, sponsors:

AMERICAN LEAGUE—**Boston Red Sox**, 20 home day and night games rotated on WBZ-TV & WNAC-TV, also on WJAR-TV, Providence, sponsored by Atlantic Refining Co.; **Chicago White Sox**, 58 daytime games on WGN-TV, American Vitamin Associates Inc.; **Cleveland Indians**, all home games on WXEL, Leisy Brewing Co.; **Detroit Tigers**, 35 games on WWJ-TV, Goebel Brewing Co.; **New York Yankees**, all home games divided between WABD & WPIX, P. Ballantine & Sons; **Philadelphia Athletics**, all home games divided among WPTZ, WCAU-TV & WFIL-TV, co-sponsored by Atlantic and Ballantine; **Washington Senators**, 21 games on WTTG, Heurich Brewing Co.

NATIONAL LEAGUE—**Boston Braves**, all day, 14 night games rotated on WBZ-TV & WNAC-TV plus WJAR-TV, Ballantine; **Brooklyn Dodgers**, all home games on WOR-TV, Schaeffer Brewing Co.; **Chicago Cubs**, home games rotated on WGN-TV & WBKB, American Vitamin Associates sponsoring on WGN-TV only; **Cincinnati Reds**, 26 weekday and Sat. games on WCPO-TV & WHIO-TV, Dayton; **New York Giants**, all home games on WPIX, Chesterfield; **Philadelphia Phillies**, all home games rotated on WPTZ, WCAU-TV & WFIL-TV, Atlantic & Ballantine.

Minor League clubs already reporting telecasts include Baltimore Orioles, Oklahoma Indians, San Francisco Seals, Los Angeles Angels.

IT SURPRISED few in the industry when widely published newspaper reports, sparked by *Variety* March 28 item, revealed that ABC chairman Edward J. Noble had held conversations with IT&T chairman Sosthenes Behn looking to possible disposal of the network to that company in exchange for IT&T stock. Inquiry elicited admission from IT&T that there had been such conversations, but "no developments."

Over last 3 years, there have been reports that Mr. Noble would sell his majority holdings—first to 20th Century-Fox (offer reported $20,000,000, asking price $25,000,000), then at various times to Paramount and Mary Pickford. Nothing came of reported negotiations, it being indicated almost every time that buyers were more interested in ABC's 5 TV stations in top 5 markets rather than network as a "package".

IT&T has sought to rival RCA in all-around radio fields ever since war forced disposal of many of its foreign telephone-radio properties. It sells transmitter equipment through Federal, TV-radio receivers through Capehart-Farnsworth which it purchased last year (Vol. 6:7 et seq). But latter sold its AM station in Ft. Wayne, and IT&T last year sold only station it owned—in San Juan, P. R.

ABC has been running poor third among the 4 AM and 4 TV networks (see p. 2 & 1950 PIB figures, Vol. 7:3). Its earnings reports haven't been very impressive over last few years—blamed mainly on high TV operating costs. But its 5 TV outlets and its 5 O&O broadcasting stations are reputed to be profitable, the former now especially on high road to share in telecasting's fantastic growth (see p. 1).

Last year's gross income from operations was $45,879,660, compared to $40,267,488 in 1949, $37,110,726 in 1948, $35,955,004 in 1947. The 1950 profit was $84,605, up from 1949 deficit of $519,085. In 1948 earnings were $468,676, in 1947 they were $753,911. At end of 1950 earned surplus was $3,627,559.

Notice of annual meeting April 12 lists Mr. Noble as largest stockholder, holding 901,667 out of 1,689,017 shares outstanding, with these other officer and director holdings: Earl E. Anderson, v.p., 8500; Robert E. Kintner, president, 7000; Mark Woods, vice chairman, 6500; Franklin S. Wood, director, 6000; Owen D. Young, honorary chairman, 5000; Wm. Zeckendorf, director, 2000; C. Nicholas Priaulx, v.p., 1000. Officers' 1950 salaries and fees included: Mark Woods, $75,000; Mr. Kintner, $58,333; Mr. Priaulx, $27,499; Paul Whiteman, v.p., $86,999.

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CBS officer-director stockholdings and salaries at end of 1950, as disclosed in notice of April 18 annual meeting; Wm. S. Paley, president, 88,510 shares of Class A stock, 223,500 Class B, $100,000 salary; Frank Stanton, president, 810 A, 3025 B, $100,000 salary, $51,597 bonus; Joseph H. Ream, executive v.p., 100 A, 100 B, $52,192 salary, $17,475 bonus; Edward Wallerstein, president Columbia Records Inc. (resigned), no stock, $60,000 salary, $4421 bonus; Edward R. Murrow, director, no stock, $135,086 in fees, salaries, commissions. Other director stockholdings include: Isaac D. Levy, 31,826 Class A, 20,475 B; Leon Levy, 14,100 A, 40,900 B; Samuel Paley, 7000 A, 15,000 B; J. A. W. Inglehart, 3400 A, 1000 B.

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WITH AM FM REPORTS

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THE PROSPECTS FOR UHF RECEIVERS: How about uhf receivers? When will they come? At what cost? With what performance characteristics?

We checked major set manufacturers and tuner makers this week, found virtually everyone has a uhf unit in the works. But it's obvious that only demand -- meaning stations actually on air or imminent -- will bring full answers.

If one big manufacturer took the leap now, of course, and built uhf in new lines, he might precipitate industry into such production -- despite inescapable fact uhf stations are still long way off.

But Zenith's resumption of old "obsolescence" campaign this week, with full-page ads across country (see pages 9-10), doesn't look like the "precipitator".

Heavy developmental programs, on part of both the set manufacturers and the tuner makers, have produced number of acceptable devices, but --

It will be years, rather than months, before more than merest handful of uhf stations can possibly get on air. Even if FCC finds it can lift the uhf freeze before vhf (Vol. 7:12-13), it can't conceivably start granting stations before late summer or early fall -- since it has promised 2-3 months' hiatus while applications for stations are prepared and filed.

Thus, 2 or 3 stations on air this year are about all that can be hoped for. And accretion next year is bound to be very slow, regardless of number of construction permits granted, because the only uhf transmitters any manufacturers have for possible delivery are experimental.

Many applicants are enthusiastic about uhf possibilities in non-vhf areas, but obviously none would order transmitter until he knew final score on allocations. Then manufacturer, after receipt of firm order, needs at least same 9-12 months it takes to make vhf transmitters (Vol. 7:11).

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Uhf receiver situation is fairly well in hand as far as most manufacturers are concerned. They feel they have units for uhf ranging from "so-so" to "good" now, will have even better ones when people are willing to buy them.

Biggest tuner maker of all, Standard Coil Products (over 4,500,000 built to date, for Admiral, et al), plans to test latest tuner in Bridgeport next week. [For Standard's answer to Zenith claims, see pages 9-10.]

Sarkes Tarzian, who says he's next to Standard, seems quite happy with tuner he has up his sleeve. He says it's continuous type, covering whole band, claims it gives performance comparable with vhf. It's expected to cost 75-100% more than vhf-only, which costs manufacturers about $10.

S.M.A. Co. plans continuous tuner, covering vhf-uhf, estimates it will increase set cost some $20-$30.

Mallory, maker of continuous tuner for DuMont, et al, says it has "several good solutions," with converter now designed and tuner well on way.

Crosley will be first to unveil a new tuner in "full-dress" press demonstra-

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tion. New "Ultratuner" will be shown off at Bridgeport's Barnum Hotel April 11. Crosley group of top engineering and sales officials will be headed up by v.p. John W. Craig. Describing Ultratuner briefly, Crosley says:

"It can be attached to TV receivers using continuous-type tuners. It is low-cost, simple-to-operate and can be installed without special tools or technical knowledge. It offers possibilities for quickly and economically extending uhf telecasts to the public when uhf stations are authorized to go on the air."

All set makers using turret tuner say they can give same answer as Zenith -- namely, addition of uhf "strip".

Hallicrafters says it has achieved satisfactory performance with strip in Bridgeport tests, but calls it only an "interim answer" for uhf reception.

Philco says that slight alteration can adapt its sets, which have "dual chassis," with space between units for later insertion of tuner.

Most others have left space for tuner -- Motorola, GE, DuMont, etc.

RCA hasn't disclosed latest plans. However, during allocations hearing (Vol. 6:47), it told FCC it intended to build vhf-uhf sets, vhf-only, and uhf converters. It said vhf-uhf would cost about $25 more than vhf, that vhf-only would have room for later addition of uhf at some $50, and that uhf converter would run about $50, besides installation and antenna.

EVERYONE STUDYING ALLOCATION ANGLES: Industry is still mulling proposed vhf-uhf allocation plan (Vol. 7:12-13), but no one has filed comments on it yet. Actually, deadline date of April 23 is likely to be extended, perhaps for 10 days, as requested this week by NARTB.

Many stations and applicants are waiting to exchange views at April 15-19 NARTB convention in Chicago, before filing comments, and FCC is expected to take that fact into account, grant postponement. Other deadline dates -- May 8 for counter-comments, May 23 for start of city-by-city hearing -- would also be extended.

Educational channel reservations remain most objectionable feature of allocation, in industry's eyes. Real showdown will come during city-by-city hearing when educators show up and state intentions. Failure to make good case, in face of commercial opposition, might conceivably result in loss of reservations -- though Comr. Hennock, prime mover, actually seeks more such channels.

Educators are hustling to "get out the vote," insure presentation of well-prepared cases. Joint Committee on Educational Television, which carried ball during hearing, is setting up permanent headquarters at 1785 Massachusetts Ave., NW., Washington, to coordinate, advise, etc.

A political "assist" for educators came from Rep. Emanuel Celler (D-N.Y.) this week, when he introduced H.R. 3547, which would force commercial stations to donate 25% of their time to non-commercial education programs.

He parts company with Comr. Hennock when it comes to channel reservation, terming idea of setting aside 25% of channels "unworkable and untenable."

Educators have approached big philanthropic foundations for funds to support JCET activities. Presumably, these include Ford, Kellogg and Carnegie Foundations, Whitney Fund. We gather that individual schools or groups are going directly to private donors for money to build and operate stations.

Meanwhile, existing stations generally are quite happy with allocation plan -- very happy over proposed increases in powers and heights, and are busily exploring availability of new transmitters, amplifiers, towers.

The 31 who have to shift channels (see Allocation Report) haven't yet complained loudly to FCC, though a few may. Some have informally told Commission they have no objections. Some hope to increase power to maximum same time they shift. In Ohio, which has many shifts, stations are considering plan to swap equipment, meaning purchase of very little new gear. Others may follow suit.

Engineers for new-station applicants are racking their brains, hunting holes in allocation where new vhf stations could be squeezed in. But chances of getting FCC to relax minimum station separations are awfully slim.

WIDENING BREACH BETWEEN FCC & INDUSTRY: Once again, FCC put its foot into it -- provoking the film industry to bitter anger, impelling even the staid New York Times to comment: "The FCC evidently aspires to be the Pooh-Bah of the electronic age."

Its incredible dictum in movie "anti-trust opinion" last week (Vol. 7:13) virtually threatens that industry with exclusion from telecasting licenses if it doesn't come across with its first-run films for TV.

By itself, the opinion might be laughed off as mere words -- but actually it's just another reflection of the Big Stick attitude, the master-slave philosophy, that has already alienated from FCC the esteem and respect of:

(a) Virtually the entire electronics manufacturing-distributing industry -- because it sought to impose untested, unproved "bracket standards," within a ridiculous one-month deadline, in connection with its hell-in-a-hack quest for color (Vol. 6:35, et seq).

(b) The great body of TV-aspiring radio broadcasters -- because it sliced off a big chunk of the scarce vhf channels, and even more uhf, to meet nebulous demands for "educational stations" (Vol. 7:12-13).

(c) Most existing telecasters -- because it plans, though hasn't yet scheduled, a probe into program content that some fear has Blue Book implications, albeit such motive is vehemently denied (Vol. 7:3-5). But telecasters can't forget attempt, which may be renewed, to dictate how many hours of time a station may or may not take from any particular network (Vol. 6:40-48) -- though in this case it must be noted that 2 networks actually asked FCC for such regulation.

These are only a few facets of the disaffection that unfortunately now prevails between this Commission and industry. Nor has this widespread feeling of mistrust been mitigated by artificial prolongations of a freeze, now 31 months old, which has hamstrung one of the most fabulous industries of all time.

[The color issue, of course, was main cause for protracted freeze; and there's scant doubt that, should Commission win clearcut decision in Supreme Court case, effort will immediately be made to implement its choice of field-sequential system by (a) requiring existing broadcasters to telecast certain number of hours of color as condition of their licenses, and (b) extracting promises to telecast color as condition of post-freeze new station grants.]

* * * *

But leave aside the broadcasting-telecasting fraternity, who are licensed and who with their lawyers must pay lip service, sometimes abject obeisance, to the agency holding power of life and death over their business:

There are political overtones to what FCC is doing that are unmistakable.

FCC may not give a hang what licensees and their lawyers and engineers think and say about it behind its back, but its ears would burn if it could hear what the movie exhibitors and their spokesmen are saying -- and there are some 18,000 of them, most of them business leaders in their communities.

Just as many of the 30,000-odd TV-radio manufacturers-distributors-retailers throughout country have come to believe there's "dirty work" behind some of FCC's curious recent actions, notably in the color imbroglio, so the movie people are now apparently convinced there's something rotten in Denmark.

Actually, nothing venal is involved. Simplest explanation is that the power complex (you-do-as-we-say-or-else) has become ingrained -- notably at higher staff levels. Despite Chairman Coy's disavowals in this connection before House committee this week (see p. 4), their extraordinary influence as policy initiators and opinion drafters is matter of common knowledge.

* * * *

The local merchandising folk may not comprehend Washington's peculiar power complexes, but the protracted freeze, the attempt to foist an unwanted color system on them against advice of preponderant engineering opinion and in midst of a war economy, unwonted attacks like Comr. Jones' on the integrity of the industry that created TV-radio (Vol. 6:35 et seq), and such bumbling acts as an official demand

that RCA "lend" rival its tri-color tube (now called the DiMaggio, see Vol. 6:44-45, 49) -- these they do understand and don't like.

Movie trade press is filled with bitter recriminations -- and it's our guess that not only FCC, but an Administration already sore-beset by scandal, have not heard end of things yet from an industry far more adept at politics and far more articulate in publicity than TV-radio. An indignant writer to New York Herald Tribune, for example, states "this particular bureaucracy has gone off half-cocked again and is simply proposing to rob Peter of Hollywood to pay Paul of coaxial cables."

First political reaction came from Senator Wiley (R-Wis.), who bitingly wrote Chairman Coy that FCC seeks to intimidate the film industry with a "gratuitous attack...worthy of Russia's 'courts' but not ours."

New York Times editorial April 3 is calmest, most detached, yet most pointed we've seen. It tells the whole story; full text below.

'Pooh-Bah of the Electronic Age'

Editorial in the *New York Times*, April 4

THE FCC has overreached itself. Its warning to the Hollywood producers that they turn over their films and stars to TV, lest they jeopardize their own chances to enter video broadcasting, is an arbitrary and capricious action that flouts the elementary principles of a competitive economy and raises serious questions of law.

In what it calls "a statement of policy" the commission in effect is insisting that Hollywood must come to the aid and succor of its chief competitor. The stars, directors and other craftsmen in whom the film capital has built a substantial investment over the years, the commission suggests, now should be made available to the industry's growing rival. The one thing which television does not have—the up-to-date, full-length picture which may cost millions of dollars—Hollywood now is expected to furnish on television's terms.

The FCC ignores completely in its statement the economic realities which today separate Hollywood and television. The only reason that the motion-picture industry can afford to make its feature films is because it has the box office to pay for them. Even the least expensive film requires a gross of $1,000,000 or more to show a profit. The most expensive show on television today, including the cost of talent and time on the air, runs to $85,000.

Apparently the FCC is unconcerned, however, whether Hollywood goes broke in serving as the involuntary sugar daddy of television. Its statement merely notes that the motion picture companies "refuse to make copies of their films available for use by television stations." Would a brand-new picture have to be released immediately to TV? Or after it had been seen in the second-run houses? Or when? Whatever the answer, the practical result would be for a governmental agency and not the producers to run the private film industry. That is a bleak and fearsome prospect.

The legal reasoning behind the commission's action may give cause for even greater concern than its peculiar economic thinking. Superficially, the FCC merely is saying that if a motion-picture concern has been found in violation of the anti-trust laws in its own field it will take that fact into consideration should the company ask for a television license. Indeed, the FCC has no alternative in this regard.

But the commission then takes the extraordinary step of superseding both Congress and the Department of Justice in deciding without benefit of any public hearing what may constitute an anti-trust violation. Whether or not the refusals of the film companies to turn over to television their films and players is a violation of the law, the FCC says in so many words, the commission will consider them relevant in granting a TV license. The FCC evidently aspires to be the Pooh-Bah of the electronic age.

The commission on its own initiative should reconsider its latest statement of policy. Failing that, it is a matter which should commend itself to the prompt attention of Congress.

HEARINGS on McFarland Bill (S. 658) this week, before House Interstate & Foreign Commerce Committee, had FCC Chairman Coy most vehement about provision to keep commissioners from consulting with staff members other than their own assistants.

"As far as we can determine," he said, "the effort to place the commissioners in a kind of isolation ward is based upon the calumny, all too often repeated, that the commissioners are unduly influenced by the Commission staff, and that this staff is in turn prejudiced and irresponsible. I should like to say categorically that these assertions, or rather insinuations, are completely unfounded. These attacks on the Commission's staff are, in reality, attacks upon the integrity and ability of the commissioners . . ."

Coy also objected to: (1) "Legislative time-table" which would require action on applications within certain deadline, with reports to Congress on reasons for delay. (2) "Protest" procedure "under which an existing station could demand and secure a hearing on any application . . . the grant of which might cause economic injury to it." (3) Changes in criteria for granting license renewals. (4) Changes in transfer-of-licenses procedure which "would permit a person to secure a valuable broadcast license and then auction it off to the highest bidder, thereby making a mockery of comparative proceedings." (5) Changes in criteria in granting applications to those involved in anti-trust violations.

Hearing resumes April 9, with questioning of Comrs. Coy and Jones—latter favoring separation of Commission and staff. Others scheduled to testify for bill are Joseph Ream, CBS executive v.p.; Frank Roberson, FCC Bar Assn.; Justin Miller, NARTB chairman. Opposing, in part, will be Robert Ramspeck, chairman, Civil Service Commission.

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Metropolitan Opera is setting up new TV dept. to prepare special operatic programs for sponsored telecasts, to be booked through Wm. Morris Agency. "We will attempt to develop special TV techniques rather than using stage techniques," said gen. mgr. Rudolf Bing April 2. "The Metropolitan is not only thinking of the possible added revenue but also of the fact that TV as a new mass medium has come to stay and offers unlimited possibilities for opera." Heading department will be Dr. Herbert Graf, Met stage director; Reginald Allen, business mgr.; John Gutman, artistic asst.

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Mobilization Report
April 7, 1951

NICKEL THREATENS REAL BOTTLENECK: Sporadic stoppages in receiving and cathode ray tube plants provide forewarning that nickel crisis may come sooner than anticipated.

And make no mistake about it -- nickel shortage is most serious problem facing electronics industry today. Here are the facts:

Nickel is used heavily in receiving, picture and transmitter tubes, where there are no known substitutes for it. It's also ingredient in ferrite transformer cores (10-20% nickel) and alnico permanent magnets (14% and up). Like cobalt and tungsten, it's vital to jet plane program and many other military projects.

NPA "permits" civilian use of nickel at 65% of first-half 1950 rate (Order M-14, Vol. 6:48), but --

This month, 85% of U.S. supply of nickel is earmarked for defense orders and govt. stockpiling. Govt. metal experts say that within 30 days -- probably less -- defense orders and stockpiling will require 100%.

Past experience in shortage crises, however, indicates Govt. certainly isn't going to let electronics industry wither and die. Undoubtedly NPA eventually will siphon to tube industry enough nickel to keep it in at least minimum operation -- probably not much more than half the 200,000-250,000 lbs. a month which industry estimates are its rock-bottom requirements. This may be accomplished by rescreening military orders, cutting down wherever possible, as was done in case of cobalt.

But hard times are ahead, any way you look at it -- because even the most ingenious conservation measures (Vol. 6:49, 7:6-7) apparently don't come anywhere near eliminating tube industry's heavy dependence on nickel.

No increase in nickel production is in sight before end of year. By then, Govt. will have reactivated World War II Nicaro Nickel Co. plant at Oriente, Cuba, which can turn out 25,000,000 lbs. yearly -- mere drop in bucket compared with requirements. Nickel now comes from 2 sources, both Canadian: International Nickel, 240,000,000 lbs. a year; and Falconbridge Mines, 30-40,000,000 lbs.

It's estimated civilian electronics industry (mostly TV-radio) used slightly more than 2,500,000 lbs. of nickel last year -- about 1% of total supply.

That's the situation as it stands today, and that's No. 1 problem being pondered by Govt.'s high-level Electronics Production Board (Vol. 7:11-12).

* * * *

Emergency appeal by tube makers for temporary aid (Vol. 7:11,13) has as yet received no action. There's strong possibility it will be delayed -- some govt. people pointing to current sales slump and asking blandly why TV production should be kept going at all.

Real crux of problem, of course, is that tube and other electronic plants must stay in business, keep their working force -- against time they'll be called on to produce the electronic nerve centers for Uncle Sam's military machine.

By June, NPA will place nickel under all-out allocation, doling out every pound of available nickel among the hundreds of thousands of users -- according to essentiality of end-product.

Representatives of whole electronic industry will be summoned by NPA to discuss entire problem in Washington in about a week.

Users of nickel have felt shortage for many months -- but they say it's snowballed now so that it's cutting heavily into production, forcing stoppages.

Timing of TV sales slowdown, however, has softened the blow. Actually, tubes are easier to get now than they've been in months, as TV manufacturers cut back schedules due to sales letdown. But demand is still lively -- distributors' orders to fill depleted replacement stocks believed accounting for much of it.

Picture tubes are reported "softest" item, so far as demand goes. Indeed, DuMont this week cut its prices to manufacturers by $1.50-$11. In second reduction

this year (Vol. 7:5), its 17-in. picture tubes were cut from $26 to $24.50; 19-in. from $43.75 to $32.50; 20-in. from $43.75 to $37.50. RCA says it won't follow suit, and so far as we're aware no general CR price-cutting is in view.

This sidelight graphically illustrates severity of nickel shortage: There's no cobalt problem now. Despite reduced allocation of cobalt for April (Vol. 7:13), it's now lack of nickel that's big hold-up in production of Alnico V magnets (24% cobalt, 14% nickel).

NPA STEEL ORDER MADE TIGHTER: With a neat twist of the wrist, NPA April 5 converted its steel durable goods order (Vol. 7:10-11) from a hairshirt to a straitjacket for TV-radio industry.

Last escape hatch in M-47 was locked, sealed and boarded shut with the publication of amended list of product categories and groups covered by the order.

Order's basic provision remains unchanged: Manufacturers are limited in their use of steel during second quarter to 80% of their rate of use during first six months of 1950.

But new amendment, seeking to assure output of durable goods in same proportion as during first-half 1950 base period, has effect of "freezing the mix" of TVs, radios and phonographs that any manufacturer can produce this quarter.

It divides consumer durables into 9 categories, subdivides categories into groups of closely-related items. Steel quotas can't be shifted from one group to another within a category.

Radios, TVs and phonographs comprise one category, which is broken down into these groups: "(1) Radio receivers, home, portable, and broadcast band automobile receivers. (2) Radio-phonograph combinations. (3) TV receivers. (4) Radio-TV receivers, TV-phonograph combinations and radio-TV-phonograph combinations. (5) Phonographs and record players."

Thus a manufacturer can't cut down on radios and put extra steel into TVs.

TV receivers are a group by themselves; TV manufacturer, therefore, isn't allowed to use this quarter more than 80% of the steel he used in TVs during average quarter of first-half 1950 -- can't juggle proportion of TV steel to radio steel.

Radio classification is more lenient. Manufacturer who turned out no portables durable first-half 1950, for example, could put entire radio steel allotment into portables this quarter, eliminating auto & home radios entirely, if he chooses.

Classification 4 permits some flexibility. Manufacturer could cut down on combinations -- saving steel by eliminating phono -- and increase his output of TV-AM or TV-FM sets. But he couldn't use this steel for TV-only sets, which are in different classification group.

NPA vetoed a proposed change which would have eliminated discrimination in M-47 against "assemblers," who buy all their steel parts ready-made. "Assemblers," therefore, won't be permitted to produce this quarter more than 80% of units in each group that they turned out during average quarter of first 6 months of 1950.

Best hope for "assemblers" -- and any others who can't live with current order -- is to ask NPA for individual adjustments, backing up their cases with concrete evidence of conservation measures.

Mobilization Notes: Controlled Materials Plan (Vol. 7:3,12-13) is definitely in the books, said both Defense Mobilizer Charles Wilson and Production Chief Wm. Harrison at hearing of Congressional Joint Committee on Defense Production April 4. Details haven't been announced, but starting date may be pushed from July 1 to Sept. 1. CMP will allocate nation's supplies of steel, copper and aluminum for military and essential civilian production, but bulk of materials control orders are expected to remain in effect, and so-called "non-essential" civilian production won't come within scope of CMP, according to best information. NPA Administrator Manly Fleischman is strong proponent of CMP, while DPA Administrator Wm. Harrison is reported as feeling all-out controls aren't necessary now. It's generally believed that Harrison, in ill health, will resign within 30-60 days, regardless of decision on how far CMP will go. It's good guess that if he does, assistant W. W. (Wally) Watts, RCA v.p., will follow suit.

Westinghouse's $20,500,000 in new defense contracts, announced this week, include 4 totaling $12,000,000 for TV-radio division for radio test, transmitter and other equipment, one for $8,500,000 worth of Navy radar equipment for its appliance plant. F. M. Sloan, TV-radio division chief, announced new plant at Raritan, N. J. (Vol. 6:35,39), will be completed by mid-July and ready for defense output.

Copper, aluminum and lead restrictions were modified in 3 new NPA orders. Prohibitions on use of copper and aluminum were relaxed with an amendment to Order M-7 postponing for one month (until May 1) ban on use of aluminum in manufacture of about 200 civilian products. "Home radio cases" is only category on list which applies to TV-radio industry. Copper end-use order M-12 (Vol. 6:52, 7:10) was amended to permit purchase and sale of copper parts for use in prohibited items, provided they're not suitable for use in permitted items. Sole TV-radio item on copper ban list is auto radio antennas. Amendment to lead order M-38 limits consumers to 100% of their rate of use during first-half 1950, a period of low lead consumption, and reduces permitted lead inventories from 60 to 30 days' supply.

Revised "essential activities" list, issued by Commerce Dept. "for the guidance of Defense Dept. in scheduling calls on reservists to active duty, and for information of Selective Service in determining draft deferments," is much more rigid than tentative list released last August (Vol. 6:31). Only electronic-communications activities listed are: production of military equipment, central switchboard, printing telegraph equipment and coaxial cable; telephone, telegraph, radio-telegraph service. Missing are broad classifications of telecasting, broadcasting, TV-radio manufacturing, wholesaling and retailing which appeared in earlier list. Labor Dept.'s companion list of "critical occupations" will be forthcoming in next few weeks.

Mobilization Personals: Brig. Gen. George Irving Back, Gen. MacArthur's Signal Officer in Tokyo since 1947, World War II Chief Signal Officer of MTO, nominated as Army Chief Signal Officer, subject to Senate confirmation, succeeding Maj. Gen. Spencer B. Akin, who retired March 31 . . . Maj. Gen. Francis H. Lanahan, Ft. Monmouth (N. J.) commanding general, wartime Chief Signal Officer of Eisenhower commands, ordered April 4 to report to Gen. Eisenhower for duty at Supreme Headquarters Allied Powers in Europe, presumably as Chief Signal Officer . . . Thomas S. Nichols, on leave from Mathieson Chemical Co., Baltimore, ex-WPB, ex-State Dept., named NPA deputy administrator, succeeding Glen Ireland, who has returned to his post as Pacific Telephone & Telegraph Co. v.p.

Test equipment section—Robert B. McCurdy and George G. Hoye—has been transferred from NPA Electronic Products Div. to Technical & Scientific Supplies Div., 5th floor, 801 E St. NW, headed by Howard Pringle.

Paul A. Porter, ex-FCC chairman and onetime Federal Price Administrator, named one of 4 public members of new Mobilization Policy Board named by President Truman April 7. Labor, agriculture, management and public comprise top-level board of 16 to serve under Defense Mobilizer Charles E. Wilson.

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Censorship of TV by FCC to exclude programs "offensive to public decency" is objective of H. R. 3482, introduced April 3 by Rep. Lane (D-Mass.). He's been lambasting TV for "lewd images and suggestive language," quoting warnings by Boston's Archbishop Cushing and Worcester's Bishop Wright (Vol. 7:9). Rep. Lane wants Communications Act to read: "No regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication; but the Commission shall have authority to promulgate regulations for the purpose of preventing inclusion in television broadcasting programs of any language, sound, sign, image, picture, or other matter or thing which is obscene, lewd, lascivious, or otherwise offensive to public decency."

Financial & Trade Notes: Olympic Radio's 1950 record sales of $21,937,175 compared with $9,609,672 in 1949. Net earnings were $1,577,484 after providing $1,604,500 for taxes, or $4.66 per share on 338,263 common shares outstanding, as against 1949 earnings of $578,163 ($2.24 on 256,667 shares then outstanding). *Wall Street Journal* reports Olympic's first 1951 quarter sales may top $6,500,000, compared with $4,700,000 in same 1950 quarter.

Raytheon showed profit of $1,797,000 on sales of $64,000,000 in 9-month period ended Feb. 28, reports president Charles Francis Adams Jr. This compares with profit after taxes of $131,162 on sales of $39,000,000 in corresponding 1950 period. Third quarter ended Feb. 28 accounted for $23,000,000 sales, $520,000 net profit vs. $16,516,699 sales and $752,863 profit for same 1949 period.

National Union Radio Corp. (tubes) reports $14,799,107 sales in 1950 vs. $7,455,105 in 1949, net profit $1,268,851 in 1950 (92c a share) vs. $70,845 in 1949. Company also announces purchase of 50 acres for new 130,000-sq. ft. plant in northeast Philadelphia costing $6,000,000 and employing 1600. Construction starts immediately for completion by end of 1951.

Wells-Gardner 1950 sales were $17,825,097, net income $954,235, and consolidated earned surplus at end of year was $2,394,227 after payments of $307,725 (75¢ per share) dividend. Company last May 1 purchased Zangerle & Peterson Co. for $621,593. Sales in 1949 were $7,662,068, profit $182,289; in 1948 sales were $13,100,150, profit $717,836 (Vol. 6:14).

P. R. Mallory & Co. reports 1950 sales of $39,158,150, net profit $2,553,758 ($5.29 a share) vs. 1949 sales of $24,647,429, net profit of $1,124,090 ($2.79). Backlog of orders Dec. 31 was $11,002,375, working capital $5,454,480.

American Phenolic Corp. reports sales of $12,944,833, net profit $920,833 ($2.30 per share) for 1950 vs. $10,082,819 sales, $567,275 profit ($1.42) in 1949.

* * * *

Reeves Soundcraft Corp. will ask stockholders, at April 10 annual meeting, to authorize 1,000,000 more 5¢ par common shares, to be added to the 2,500,000 presently authorized (2,308,495 outstanding, along with 5080 shares preferred). Company reports 1950 sales of $1,513,470, net profit $118,458, earned surplus at Dec. 31, 1950, amounting to $79,052 (converted from $39,406 deficit at start of year). Company operates disc, magnetic tape, tube divisions; owns 93% of Light Metals Corp.; owns approximately two-thirds of Tele-Video Corp., which in turn owns all capital stock of Airdesign Inc.; is majority stockholder in Cinerama Inc., new color film process; reports manufacture of color TV cameras under contract with Remington Rand in accordance with CBS designs.

Dividends: Tung-Sol, 25¢ on common, 20¢ on preferred, both payable May 1 to holders of record April 17; Hoffman Radio, 25¢ payable April 21 to holders April 7; Tele-tone Class A preferred, 16¼¢ payable April 1 to holders March 27; American Phenolic, 20¢ payable April 13 to holders April 27; Clarostat, 10¢ payable April 10 to holders April 16; Emerson, 25¢ payable April 16 to holders April 4; Olympic Radio, 10% stock and 25¢ quarterly dividends payable April 25 to holders April 12; RCA, 50¢ payable May 18 to holders April 20, 87½¢ on preferred payable July 2 to holders June 11 (with announcement semi-annual dividends will be declared hereafter in May & November, if earnings justify).

Mallory-Sharon Titanium Corp., Indianapolis, is new firm formed by P. R. Mallory & Co., components makers, and Sharon Steel, to develop, produce and market titanium and titanium alloys. They own 50% each.

Television Digest WITH AM-FM REPORTS
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Trade Report
April 7, 1951

OUTPUT PACE LOWER AT QUARTER'S END: Production slide continues -- first quarter's 13th and final week (ending March 30) resulting in output of 157,771 TV receivers (6298 of them private brand) as against 161,602 preceding week. Factory inventories meanwhile climbed to 269,448 from preceding week's 235,142 and 196,326 week before.

Total output for quarter is thus 2,196,016, subject to revision by RTMA statisticians, as against 1,605,000 for first 1950 quarter and about 2,500,000 for record fourth 1950 quarter. Recapitulating RTMA weekly counts, these are the figures seriatim for all 13 weeks: 105,699, 167,859, 188,758, 176,860, 167,315, 154,774, 181,945, 183,438, 190,291, 178,696, 181,008, 161,602, 157,771.

Radios went down also in final week of quarter -- to 319,926, lowest since New Year week. Factory inventories as of March 30 were 143,777 as against 136,037 preceding week. Week's breakdown showed 173,017 home radios, 114,848 auto, 32,061 portables. For quarter, radios totaled 4,298,025 -- weekly figures seriatim having been as follows: 209,792, 338,520, 342,586, 344,216, 322,855, 322,300, 353,689, 326,606, 367,322, 355,044, 364,916, 330,253, 319,926.

INVENTORY PROBLEM STILL CLOUDS TRADE: It's still a "sticky" market -- with April's baseball, huge manufacturer advertising-promotion, more low-end sets the prime hopes for moving swollen TV stockpiles.

First post-Easter weeks weren't great shakes for distributors-retailers, by and large, but there were some indications of pickup.

Most manufacturers now are determined to bring about better equilibrium between supply and demand -- but no one makes any bones about necessity of first clearing up pipelines clogged with estimated 1,000,000 or more sets.

A few of the bigger producers say "things aren't too bad," and that "buying is normal for this time of year." One even tells of a major chain dealer reporting biggest Saturday-after-Easter sales ever. But nearly everybody is sitting on edge of seat, fearful of panic selling to unload inventory.

So far, only Majestic among the majors (see Topics & Trends) has followed outright Admiral's example (Vol. 7:12) in cutting prices of low-end models, with Emerson and Hallicrafters making price pitches via 14-in. models (Vol. 7:13), Air King out with new 17-in. table at $199.95, and Meck letting it be known it will announce something radically new next week.

Price-cutting and bargaining at retail stores continue commonplace, but distributors seem inclined to hold tight as long as credits permit -- on advice of factories that shortages are still in prospect.

At the factories, defense orders haven't materialized large enough to preclude shorter work weeks and/or layoffs. There's scarcely a TV-radio producer who hasn't sheared payroll. Only one major manufacturer we've contacted said (as of Wednesday) it has had no cutbacks; in fact, claimed this week's production would reach all-time high -- with "a good mix of sizes" and with "no cutbacks planned unless forced by materials."

Everybody else admits cutbacks, reluctantly but frankly -- some light, some as heavy as 50%. News wires, trade paper reports, union statements add up to frightening reduction of employment in Chicago's many TV-radio plants particularly.

There's still strong school of thought -- bolstered by NPA reports -- that insists shortages are inevitable eventually, as voluntary cutbacks and enforced materials limitations begin to take their toll. Components may seem plentiful now, but they won't remain so.

Even more significant than steel-copper-cobalt reductions will be nickel shortage that must inevitably hit tube production (see p. 5). Yet in face of this, there's curious anomaly of DuMont's reduction in prices of its CR tubes.

Tube bottleneck -- and nickel could force it in both picture and receiving

tubes -- could very well mean shortages of sets by time present pipelines are cleaned out and usual mid-summer introduction of new models is due.

Few are talking about them -- though Sylvania has announced new models for May, Westinghouse for June, latter including new 24-in. -- but it appears certain Chicago Furniture Mart June 18-28 will bring forth quite a few new models.

ZENITH UHF CLAIMS AGAIN RAISE STIR: Zenith this week dusted off its old ill-fated "obsolescence" campaign of 1949 (Vol. 5:11, et seq) which was stopped in its tracks at that time by one speech by FCC Chairman Coy.

In full-page ads in TV cities, Zenith took somewhat more cautious tack this time. It angered rest of industry, all right, but so far has kicked up much less uproar than last time. Ad reads:

"The FCC has announced plans for 1807 new TV stations -- the majority in the new ultra-high frequency channels. Zenith -- and Zenith alone guarantees that every TV set it has ever built and sold to the public has built-in provision to receive these new stations without the use of any converter or adapter."

What Zenith refers to are "uhf strips" to replace vhf in its turret tuner.

Reactions of manufacturers, to what seems to be beginning of sustained Zenith campaign, has been in form of sales "ammunition" to dealers -- but no counter ads, no appeal to Federal Trade Commission, etc., as was case in 1949.

"Misleading" is mildest of words used by other manufacturers and tuner makers to characterize ad. Generally, they object to:

(1) Implication that "Zenith alone" can achieve uhf with strips.

(2) Implication that uhf performance, with "strips," would be comparable with present vhf.

Most turret tuners are equally adaptable, other manufacturers contend. For example, Glenn Swanson, president of Standard Coil Products (which has built over 4,500,000 tuners for Admiral, et al), relates how Zenith was invited to showdown in New York's Warwick Hotel, in connection with Fortune Magazine June 1949 article on Admiral (Vol. 5:22). He said engineers did simple strip-replacement job on Admiral set, but that Zenith declined side-by-side comparison.

This week, Admiral's reaction to Zenith ad was to rush memo to dealers, giving them this answer to customers' questions:

"While other manufacturers have claimed 'exclusive' provisions for uhf, the fact is that Admiral pioneered in the development of the turret tuner which provides for adaptation to uhf reception by the simple expedient of easily replaced snap-in coil inserts."

Admiral may also use small slug in ads, calling attention to adaptability.

* * * *

RCA's answer was detailed statement sent to distributors, who were urged to disseminate it to dealers. Gist of report:

(1) Any vhf receiver will require modification to get uhf. Bridgeport experiments "proved conclusively" that use of converter is best.

(2) RCA will build such converter -- "competitively priced."

(3) All conversions mean additional cost, including additional antenna.

(4) FCC hasn't yet finalized uhf allocation.

(5) "Large-scale telecasting of uhf will not commence before late 1952 or early 1953," because of time needed for transmitter and station construction -- "aside from delays which may be caused by shortages of critical materials."

(6) "When uhf broadcasts commence, RCA Victor, and we assume other manufacturers, will have available an adequate supply of high quality converters for present vhf receivers, assuring full-band reception of all the uhf channels without sacrificing any of the present vhf channels."

Others are telling dealers same or similar story, assuring them they can advise customers sets are by no means obsolescent, may readily be converted.

Performance of Zenith strips is eyed dubiously by most manufacturers, some

of whom said they had actually tested them, compared them with their own.

But tests by FCC labs, reported by Edward Chapin during allocations hearing (Vol. 7:5), appear to indicate Zenith performance about same as that of other units tested -- GE, RCA, DuMont. Chapin's general conclusion regarding uhf sets then was:

"Considerable progress has been made by the receiver manufacturers in their efforts to develop useful receiving equipment for uhf service, particularly in the direction of adequate sensitivity. However, at this time it is most apparent that there is considerable difficulty with oscillator radiations and spurious responses."

Fortunately and wisely, FCC tailored its proposed uhf allocation plan (Vol. 7:12-13) to minimize problems of oscillator radiation, greatly simplify job of designer and manufacturer.

It's too early to gauge effect of Zenith ads on public, but one big distributor reports two "irate" groups in his area: "(1) Zenith owners who just can't believe that uhf isn't here, or that they're not all set to receive it. (2) Non-Zenith owners who suspect that they may have been victimized, because they think uhf is upon us and they're not prepared for it."

But, by and large, manufacturers don't anticipate repercussions of kind attending 1949 whoop-de-do for simple reasons that (a) uhf service is still far off (see p. 2), and (b) any company with a name to protect and service contracts to fulfill will certainly see to it that past as well as future customers are protected.

PATTERN OF TV-RADIO PRICE CONTROLS: Inclusion of TV-radio in retail price regulations (CPR-7) announced this week is only one step in controls that will set complete price regulations for TV-radio industry.

Next step will be price control regulations covering manufacturers, due to be issued shortly -- probably within week. Regulations for wholesalers are also due about then.

TV-radio manufacturers at that time will be able to establish ceiling prices for each step in distribution system -- for distributors, retailers, public.

In fact, manufacturers' regulations are considered much more important than this week's move putting retail margin-type control over TV-radio-phonograph sets, replacement parts, accessories as of April 30 and removing these items from Jan. 25 general price freeze (Vol. 7:4).

Rollback in prices may occur when manufacturers' regulations are issued -- certainly where present lists are too far out of line with present costs. Mainly, squeeze will be on profit margins, since forthcoming manufacturers' rules likely won't permit continuance of same margins, percentagewise, as at present.

With TV-radio products under CPR-7, manufacturers may apply to Office of Price Stabilization for dollars-and-cents ceiling prices. This can be done under Section 43 of CPR-7, which is special provision for "branded" merchandise (Vol. 7:9). CPR-7 is essentially a margin-type regulation for retailers.

When manufacturers' regulations come out, they will permit dollar value of increases in materials and labor costs to be added to base period selling price to establish ceiling price. Base period will be "best" quarter for the year ending June 1950. Increases in costs will be permitted on materials to December 1950; for factory labor, to current payrolls.

However, since TV-radio lines today are not same as during base period, manufacturers will have to figure complicated formula to arrive at ceiling prices of sets now in lines. This will involve a markup-type of calculation for present sets that are comparable to base period sets.

Recalculation of these ceiling prices will be necessary several months after manufacturers' regulations are issued. Reason for this is that manufacturers' regulations will also apply to suppliers whose prices, too, may be rolled back. This would mean far higher markup margins for manufacturers than they initially figured and which OPS desires.

Everyone at OPS vows he doesn't want to hurt any company or industry. Regu-

lations won't pinch TV-radio too hard, officials say. If it does, OPS will attempt to do something about individual hardship cases.

If industry as whole gets hurt, tailored regulations for TV-radio can be formulated and put into effect.

Both such adjustments will take profits into account.

OPS experts don't think TV-radio will want specific industry rules, feel forthcoming regulations are pretty good for this industry.

Trade Miscellany: "Treble the area coverage" of each TV station is claimed for new high-sensitivity receiver that John Meck is inviting newsmen to see in chartered plane flight April 12 from Chicago to Indianapolis, Milwaukee, possibly Detroit; it's good for 140 to 150-mi. reception, he claims . . . Belmont (Raytheon) reports April cutback of 30-35%, more if necessary in May and June; about 70% of its production is for Raytheon brand, remainder for Montgomery-Ward, Western Auto, Gamble-Skogmo and other private labels . . . *Retailing Daily* (April 2) reports big private-brand promotions being prepared by dept. stores, with offers of 17-in. tables at $179, open consoles at $219 or $229, consoles with doors $269; 20-in. tables at $249, open consoles $299.

New sets and prices: Majestic cut price on 17-in. leatherette table from $239.95 to $199.95; 17-in. plastic front console from $299.95 to $269.95 . . . Stromberg-Carlson has 17-in. table at $299.95 . . . Air King has new 17-in. table at $199.95 . . . Macy's this week advertised 17-in. Hyde Park table at $189 . . . Cadillac (Vol. 7:7) has 17-in. table at $189.95 . . . Both Jackson Industries and Trans-Vue have new "promotional line," with same sets and prices: 17-in. table $199.95, console $239.95, 20-in. table $249.95, console $299.95. Trans-Vue sets are made by Jackson.

Trade Trends: Census Bureau's monthly summary of retail trade in larger establishments in 45 cities over 100,000 population shows TV-radio store sales were down 6% in February from January, but 10% ahead of February 1950 . . . New York *Herald Tribune* survey of leading local dept. store sales in March shows TV-radio off 7% to 71% from same 1950 month, but one store reported 131% increase . . . Washington area's appliance sales leader last year was TV, says local Electric Institute, accounting for $19,115,000 vs. refrigerator sales of $16,200,000.

About 800 employes at 4 RCA plants reported "temporarily" laid off due to materials restrictions and changeover to defense production; plants are in Indianapolis, Bloomington & Marion, Ind.; Canonsburg, Pa. . . . CIO's International Union of Electrical Radio & Machine Workers (IUE) April 3 won vote in RCA Victor plant in Camden, will replace left-wing UEW which CIO recently ousted . . . RCA spokesman says nothing to reports its advertising account will switch from J. Walter Thompson to Biow.

Upcoming Meetings: RTMA and Canadian RMA at Seaview Country Club, Absecon, N. J., April 12-13 . . . Radio Pioneers, Hotel Stevens, Chicago, April 17 (during National Assn. of Broadcasters convention), with RCA's Sarnoff accepting Radio Hall of Fame Award in memory of Marconi . . . Parts Distributors Conference & Show, Hotel Stevens, Chicago, May 21-23 . . . National Appliance & Radio Dealers Assn., Hotel Stevens, Chicago, June 25.

First on uhf bandwagon among receiving antenna makers is Clear Beam Television Antennas (Pete Wald), 618 No. La Brea, Los Angeles, which plans production of 13-in. unit to retail for $2-$3. Company also makes lead-in wires, including open-wire type claimed to have 1/6th as much loss as conventional lead-ins.

Trade Personals: Charles E. Krampf succeeds Bert Conway, resigned, as executive v.p., Aerovox, continuing also as president of Electrical Reactance Corp. . . . John Kuneau, who joined Philco in January from J. Walter Thompson Co. to handle public relations, advanced this week to v.p. . . . W. A. Weiss, since 1947 mgr. of Sylvania receiving tube plant in Emporium, Pa., named mgr. of its new $1,000,000 receiving tube plant to be ready this fall in Burlington, Ia. . . . Wm. H. Moore, v.p. of Packard-Bell's cabinet plant in Santa Ana, transferred to main office as asst. to president on defense contracts . . . Frank D. Langstroth, ex-Lansdale Tube Co., elected president of Starrett Television, succeeding R. D. Burnet, resigned . . . W. B. Whalley, of Sylvania plant at Bayside, L. I., appointed adjunct professor of electric engineering, Brooklyn Polytechnic Institute . . . John P. Gleason, ex-General Luminescent Corp., assigned by American Structural Products Co. to represent its Industrial & Electronics Div. in New York, with offices in Rockefeller Center . . . I. R. (Ike) Lambert, retired RCA general counsel, has moved to Wichita where he is opening law offices; he represents Mary Pickford in applications for TV, having filed 3 already in North Carolina *(TV Factbook No. 12)* and planning several more . . . Bernard Wolbarst, handling communications for Time Inc., elected v.p., Press Wireless Inc. . . . Ernest Marx, chief of DuMont receiver division, returned March 30 from month's business tour of Europe and South American TV cities . . . R. V. Bontecou appointed to new post of product mgr., GE Tube Divisions, Schenectady.

Washington's provocative TV advertising of "sales, clearances, promotion" will have to be cleared with local Better Business Bureau, beginning April 10. In letter this week to all dealers, BBB informed them all 4 Washington papers have agreed to submit such copy to it for approval before insertion; asked dealers to submit such advertising to newspaper at least 3 days before publication date. BBB letter refers to last year's standards (Vol. 6:15, 23, 26), "backsliding" that cropped up during sale ads last few weeks (Vol. 7:11). It's believed this is first time newspapers and BBB have cooperated to screen TV ads before publication, although practice is not unknown on other products.

An image orthicon film converter, selling for $270, is being offered by Television Accessories Co., 2514 Camino Real, Arcadia, Cal. Owner Wes Turner claims new device permits conversion of any image orthicon camera into film camera "within minutes," says Los Angeles KECA-TV, has used converter daily since last June 22. Advantages, says Turner, are: "(1) No more iconoscope tube or camera worries. (2) No shading to bother with. (3) No edge flare. (4) No chalky faces. (5) No abrupt changes in picture level with scene changes. (6) Wide compensation for light or dark prints. (7) Allen wrench only tool needed."

RTMA members sold 634,080 picture tubes in February —96% of them 16-in. or larger, 82% of them rectangular— valued at $17,555,375. Number is 9% greater than January's 580,317.

NARTB-TV committee may choose department's paid director (probably $35,000 a year) at meeting called Saturday before NAB convention, April 14—with FCC Chairman Coy still among those to be considered, but considerable opposition to him now because of his opinion in the vote favoring TV channels for "educators" (for text, see *TV Allocation Report)*. Also, there's some question now whether he would prefer that job as against seeking reappointment when present term expires June 30. Choice is in hands of 5 men: George Storer, Fort Industry Co.; Clair McCollough, WGAL-TV & WDEL-TV; Robert Swezey, WDSU-TV; Campbell Arnoux, WTAR-TV; Paul Raibourn, KTLA (Paramount). Meanwhile, parent NARTB chose as its $40,000 paid president Harold E. Fellows, CBS New England director and manager of its WEEI, Boston; he takes office June 4, succeeding Judge Justin Miller, who becomes chairman and general counsel.

Phonevision's 90-day test authorized by FCC among 300 Chicago families ended March 31, with Zenith's E. F. McDonald reported elated over results. Next step, presumably, is application to FCC for formal rule-making hearing to permit pay-as-you-look system of TV on commercial basis. Zenith hasn't applied yet, however, but has invited commissioners and key staffmen to witness demonstration in Chicago April 17 during NARTB convention. Before it goes to FCC, results of observations by U of Chicago National Opinion Research Council will presumably be made ready. Movie industry, meanwhile, shows little more enthusiasm than before, and telecasters seem apathetic—particularly now that their time is at premium and they're moving into profitable operation (Vol. 7:13). Latest wrinkle in Zenith's continuing promotional campaign is metered-mail puff reading: "Zenith Phonevision can bring you the best TV for low cost entertainment."

How FCC's statement about films for TV (Vol. 7:13) applies to theatre owners is object of probe by 3-man Theatre Owners of America committee, set up at this week's TOA board meeting in Washington. Members of committee, who will seek meeting with FCC chairman Coy, are: Gael Sullivan, TOA executive director; Julian Brylawski, Washington exhibitor; Marcus Cohn, Washington attorney. TOA theatre-TV enthusiasts look for hearing on request for frequencies sometime this fall.

New CBS color promotional effort will be demonstration for Washington area servicemen in U. S. Chamber of Commerce Auditorium, 7 p.m. April 13, presumably first of series around country. CBS is working with local Rucker Radio Wholesalers; CBS consultant Richard Mahler will run show. CBS has also extended its product demonstration series (Vol. 7:11), conducting showings for executives of Congoleum-Nairn, Chesebrough, Wamsutta Mills, Borden, Duffy-Mott, Esso, Wildroot.

Only application for new TV station this week was from KSWO, Lawton, Okla., for Channel 11. This makes total of 396 applications. Request of WPDQ, Jacksonville, for reinstatement of CP it relinquished in 1949 (Vol. 5:19, 22) was denied by FCC. It was told to reapply. [For further details about applicant, principals, etc., see *TV Addenda 12-M* herewith; for listings of all applications to date, see *TV Factbook No. 12*, with Addenda to date.]

Defense Mobilizer Charles E. Wilson will be featured TV luncheon speaker April 19 at NARTB convention in Chicago. He will speak from Washington over closed TV circuit, be seen on 30-in. DuMont sets.

Andrew W. Bennett, 56, Washington radio attorney, died April 3 in Stuart, Fla., where he had lived since dissolving his partnership recently with John A. Mason, recalled to Navy.

Personal Notes: Joseph V. Heffernan, RCA v.p. and gen. attorney, appointed NBC financial v.p.; he's succeeded at RCA by Robert L. Werner of his staff, whose title is gen. attorney . . . Vernon Brooks, operations mgr. of WGN-TV, Chicago, has resigned . . . Lew Frost, asst. to John K. West, v.p. in charge of NBC Western Div., appointed director of network operations, Hollywood . . . John W. Brooke promoted to Eastern TV sales mgr., George Stanton Midwest TV sales mgr., Free & Peters, under TV v.p. I. E. (Chick) Showerman . . . Jack W. Brand named executive producer, WENR-TV and ABC-Central Div. . . . Robert F. Laws named sales mgr., KECA-TV, Los Angeles, in addition to being gen. sales mgr. of ABC Western Div.; Tom Sarnoff named sales supervisor and asst. to Mr. Laws, and L. D. Larimer placed in charge of TV national spot sales . . . Tom Knode, ex-NBC-TV station relations, now with WIVI, Virgin Islands . . . George E. Simons has resigned as Crosley adv. mgr. to become sales v.p., John Sutherland Productions Inc., Hollywood . . . Walter H. Smith, ex-CBS and Young & Rubicam, named marketing-research v.p., Kastor, Farrell, Chesley & Clifford Inc. . . . Jeff Selden promoted to TV-radio dept. director, Arnold Cohen agency, N. Y.

Station Accounts: American Vitamin Associates Inc., which has had exceptional results introducing its "Thyavals" and "Orvita" via West Coast TV, will not only sponsor Cubs and White Sox games on WGN-TV, Chicago, thru The Counselors, Hollywood (Vol. 7:13) but has also purchased 30-min. *Leo Carillo Show* (kine) and three 15-min. Class A periods on that station—said to be largest single time sale ever made in Chicago . . . Sears Roebuck local stores throughout country turning more and more to TV, with these time purchases announced in New York area this week: *Shopper's Corner*, Tue. & Fri. 11:45-noon on WABD; sports on WNBT; participations in *Margaret Arlen Show* on WCBS-TV; hour film weekly on WATV; 2 films weekly on *Night Owl Theater* on WPIX . . . Grosset & Dunlap (book publisher) takes Mon. 11-11:15 p.m. on WABD, New York, for *We Challenge Your Memory*, thru Madison Adv. Agency . . . Family Circle Magazine, published by P. K. Leberman, who formerly owned Seattle's KRSC-TV (now KING-TV), preparing TV film spots to promote sales through chain food stores . . . Add baseball sponsorships (Vol. 7:13): Burger Beer, Columbus Red Birds, WLWC . . . Add dept. store sponsorships, Rike-Kumler, Dayton, *Shopping with Cornelia*, 1-1:30 daily on WLWD . . . Among other advertisers currently reported using or preparing to use TV: Survival Inc. (paint that prevents flying glass), thru Klores & Carter Inc., N. Y.; Bu-Tay Products Ltd. (Rain Drops water conditioner), thru Brisacher, Wheeler & Staff, Los Angeles; Harry T. Campbell Sons Corp. (Sakrete dry mix concrete), thru H. Lee Hoffman Adv., Baltimore; Air King Products Co. (TV, radio receivers), thru Bennett, Walther & Menadier, N. Y.; Kendall Foods Inc. (dog foods), thru Dan B. Miner, Los Angeles (KTLA); Zippo Mfg. Co. (Zippo lighters), thru Geyer, Newell & Ganger, N. Y. (WCBS-TV); American Cyanamid Co. (Superset wrinkle-proof fabric), thru Roy S. Durstine, N. Y. (WCBS-TV); Cinch Products Inc. (cake mixes), thru Elwood J. Robinson Adv., Los Angeles (WCBS-TV); Clean Products Co. (Clean wallpaper cleaner), thru Byer & Bowman Adv., Columbus, O. (WDTV); Liquinet Corp. (Liquinet liquid hair net), thru A. Martin Rothbardt Inc., N. Y. (WCBS-TV); Roux Distributing Co. Inc. (Roux color shampoo), thru Dundes & Frank, N. Y.; Orange-Crush Co. (Old Colony quart package) (WGN-TV & WBKB); James Kiami Chemical Corp. (Weather Seal auto glaze), thru Product Services Group, N. Y.; Telegift Inc. (gifts-by-wire service), thru Lewin, Williams & Saylor, N. Y.

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Editor's Note: *News of Controlled Materials Plan, vitally affecting every phase of TV-radio-electronics manufacture, is included in special Mobilization Electronics Report (white) section herewith.*

CBS SPRINGS SURPRISE AM RATE CUTS: Oddly enough, AM radio's league-leading CBS is first to crack network rates -- an out-of-the-blue announcement April 12 stating that, effective July 1, rates for 8-10:30 p.m. network time will go down 15%, for 1-8 p.m. and 10:30-11 p.m. down 10%.

It was tacit, though not expressed, capitulation to advertiser demands for reductions on basis largely of TV inroads on audience.

Decision followed disclosure of CBS-Hytron deal (see p. 2) by one day, came as complete surprise to most affiliates right after special meeting of Affiliates Advisory Board headed by "Ike" Lounsberry, WGR, Buffalo. Presumably board wasn't unanimous in agreement, and CBS officials declined further comment.

CBS affiliates contacted around country expressed astonishment in light of high level of both CBS and their own billings. Though NBC had "no comment," there was irony in fact that network, more openly committed to TV, attempted to do same thing last December but backed down when affiliates howled (Vol. 6:50, 7:1).

Sudden CBS move may have been precipitated by rumors ABC & MBS were about to cut rates and NBC is still bent on doing so. Their cuts are now deemed certain, but CBS wants to set pattern, standardize cuts, hold radio leadership.

Ironical, too, is fact CBS continued first 2 months of 1951 to top rivals in network billings -- Jan.-Feb. PIB figures showing CBS total of $12,972,841 vs. NBC's $9,947,573, ABC's $5,734,166, MBS's $2,969,592 (p. 2, Vol. 7:13). All but CBS were down from same 1950 period -- but apparently a general downward trend was betokened. During 1950, CBS led by far, with $70,744,669 to NBC's $61,397,651, ABC's $35,124,-625, MBS's $16,091,977 (p. 5, Vol. 7:3).

Better-positioned AM stations generally, with spot and local booming, say business is still at all-time high -- and Detroit's powerful WJR, CBS affiliate, only this week reported first quarter sales far ahead of same 1950 quarter, profit down only because of higher taxes (see Financial & Trade Notes). Reasoning behind network rate-cut now, as stated by CBS sales v.p. Jack Van Volkenburg in April 13 interview, runs something like this:

Advertisers are increasing resistance to radio. At present radio rates, it's hard to interest new advertisers in AM medium. ANA and individual sponsors have been pressing for rate cuts insistently during last year (Vol. 6:14-15,29-31; Vol. 7:11). Reduction should stimulate interest of old and new advertisers, maintain radio's position as "best buy in advertising."

But that doesn't alter objections, freely expressed by CBS affiliates, to across-the-board rather than selective cuts in TV markets only; to fact that most of them are heavily booked, indeed hard put to it to clear time for more commercials. And many simply don't like idea of "capitulating" to claims made for TV.

This much seems sure: AM network rate cuts, now-documented facts of TV

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inroads on audience and sponsors, TV's fast-building dollar volume (Vol. 7:13), feeling among broadcasters that telecasting is their natural heritage albeit so very few would venture into it pre-freeze -- these factors will combine to intensify eager quest for new TV stations and demand for speedier action on freeze.

WHYS & WHEREFORES OF CBS-HYTRON DEAL: These would seem to be factors which finally decided CBS to plunge into the TV-radio manufacturing business by acquiring Hytron Radio & Electronics Corp., of Salem, Mass., sizeable tube manufacturer, along with its receiving set manufacturing subsidiary Air King Products Co., Brooklyn:

(1) Simple and natural quest for profit -- desire for share of an industry whose boom seems temporarily stayed (see p. 8) but whose potential is enormous, once the defense economy relaxes and FCC really unfreezes.

(2) To capitalize on its own great trade name, and its great promotional abilities and facilities. It's reasonable to assume receivers will be made bearing "CBS" or "Columbia" brand names, publicized heavily via its AM & TV networks.

(3) Buildup of resources in hope that its FCC-approved color system will eventually prevail. CBS wants to be prepared to produce color receivers itself if, as seems likely, rest of manufacturing industry persists in its lack of enthusiasm for any non-compatible, mechanical system of colorcasting. Issue is now before U.S. Supreme Court (Vol. 7:13).

(4) Intense rivalry with RCA, whose subsidiary NBC it has outstripped in radio billings while lagging far behind it in TV (see p. 2, Vol. 7:13). CBS borrowings of $10,000,000 from Prudential and $5,000,000 from Metropolitan Life this week are obviously designed to help it win lost ground in TV and to finance expansions, notably its costly new Hollywood Center.

Loans had nothing to do with Hytron deal, said CBS president Frank Stanton, and this would seem to be borne out by fact that no money is involved -- CBS simply exchanging 31 shares of its stock (quoted at around 30 on N.Y. Exchange at time of announcement) for 100 shares of Hytron (quoted as around 9½ over the counter). The Hytron quotation remained firm (9¼ bid, 10 asked) through week, but CBS gained 3 points up to Friday's closing.

Stanton also said deal did "not particularly have color in mind" -- also quite likely since (a) Supreme Court decision is tossup, and (b) the preponderant pro-compatibility, all-electronic color folk (including Hazeltine, GE, DuMont, Sylvania & Philco as well as RCA) have improvements up sleeves which FCC can hardly refuse to consider after the legalisms are cleared away.

Deal wasn't entirely to liking of whole CBS corporate family, still needs approval of both companies' stockholders. But it may give CBS same hedge against possible shrinkage of still-lush AM broadcasting, and support for costly new telecasting, which its rival NBC enjoys -- namely, capacity to make up initial TV costs and losses from profitable (up to now, at least) receiving set and tube business.

For fact is that TV receiver and component manufacture last year hit $1.7 billion; that 6-year-old telecasting industry, with only 107 stations, last year enjoyed dollar volume of more than $105,000,000, or about 25% of 30-year-old radio broadcasting with 2000-plus stations; and that TV's 4 little networks, linking mere 47 cities, are already doing half the dollar volume of AM's 4 big networks linking practically every market area of the land (Vol. 7:13).

CBS has long cast eye on manufacturing business -- in recent years had looked into Capehart-Farnsworth plant (later absorbed by IT&T), Sylvania's Colonial plant in Buffalo, Raytheon's Belmont plant in Chicago, probably others.

Ironically, CBS becomes patent licensee of RCA, since both Hytron tubes and Air King receiver production are licensed -- and CBS will also now have facility to manufacture RCA tri-color tube which it sorely needs for its color system and which RCA has promised to permit licensees to make and use, having already sent designs.

* * * *

Financially, CBS is strong indeed -- ended 1950 with highest gross income in its history, $124,105,408, but with profit down slightly ($4,105,329, or $2.39 per share) due to taxes that were higher than profits (Vol. 7:12). At end of 1950, CBS

earned surplus was $28,572,222. Of 1,500,000 Class A $2.50 par common shares authorized, 961,278 were outstanding; of 1,500,000 Class B, 948,674 were outstanding. Net earnings record shows declines in recent years.

In 1949, CBS grossed $105,397,580 and netted $4,184,079 ($2.44); 1948, $98,377,258 & $5,041,682 ($2.94); 1947, $101,045,647 & $5,920,104 ($3.45); 1946, $91,996,822 & $5,795,896 ($3.37); 1945, $86,257,385 & $4,308,627 ($2.51) plus $1,037,014 (60¢ per share) derived from sale of WBT, Charlotte; 1944, $84,905,830 & $4,678,361 ($2.72). [For officer stockholdings, see p. 16, Vol. 7:13.]

How much of CBS gross and net derive from subsidiary Columbia Records Inc. has never been disclosed -- but recording firm is said to have been fairly profitable last year along with rest of that industry.

* * * *

Hytron has won good position in receiving tube manufacture, riding TV boom and recently expanding with new plant in Newburyport, Mass. It's also strong in picture tubes, though not in class with RCA, Sylvania, GE and DuMont volume-wise. It has not indicated how much dollar volume is accounted for by Air King, but that company is probably toward bottom of industry's Big 20 set producers (Vol. 6:8) and has been major private-label producer for Sears Roebuck, Firestone, Pathe, et al. It also has small Brooklyn cabinet-making subsidiary, Royal Wood Products Mfg. Co.

Hytron's consolidated 1950 sales totaled $40,542,135, net profit $3,348,871, or $1.65 per share on 2,004,892 shares outstanding. Its earned surplus at end of year was $2,584,694, net working capital $6,492,132. It split stock 2-1 in 1950.

Last year represented huge jump from preceding operations: 1949, gross of $16,226,143 and net of $565,171 (45¢ on 1,262,422 shares); 1948, $4,159,714 & $63,853 (11¢ on 573,835 shares); 1947, $4,153,288 & $28,971 deficit; 1946, $5,013,143 & $30,603 deficit; 1945, $5,257,257 & $4,759 deficit; 1944, $5,264,088 & profit of $131,314 (76¢ on 173,835 shares).

It's probable that acquisition of Hytron, with considerable plant facilities, will give CBS better tax base than now, for broadcasting represents far smaller plant investment in relation to volume than manufacture. As CBS figures show, its volume has gone up consistently, but profits have slipped -- largely due to huge talent investments, resulting from raids on other networks, but also due to higher taxes (particularly 1950).

Hytron-Air King operations, joint statement says, will continue under present managements, with 4 of their executives going on CBS board. These will include Lloyd H. Coffin, chairman, and Bruce A. Coffin, president, of Hytron, and David A. Cogan, president of Air King.

FCC EASES ALLOCATIONS DEADLINES: Industry got requested breather, in vhf-uhf allocations proceedings, when FCC granted postponement of deadlines for comments on allocation plan and beginning of city-by-city hearing. Largely because of conflict with NARTB April 15-19 convention, Commission moved comment deadline from April 23 to May 7, opposition deadline from May 8 to May 22, start of city-by-city hearing from May 23 to June 11.

Most applicants will use delay in dogged hunt for more vhf channels. Intentness on vhf is understandable, in light of simple uncontroverted fact that uhf can't possibly get going on any meaningful scale for many months, probably several years. Yet, on other hand, additional vhf stations won't blossom forth in any hurry either (Vol. 7:12-14).

Nevertheless, uhf outlook brightens daily, as manufacturers pull wraps off remarkable results quietly achieved in laboratories over past few years, and as additional propagation data indicates probability of very acceptable services areas for uhf in many, if not most, areas (see stories on pp. 4 & 5).

Another Senator got into educational TV act this week -- Sen. Wm. Benton (D-Conn.), onetime advertising mogul (Benton & Bowles) who controls Muzak. In long speech on Senate floor April 13, he introduced S. Res. 127 calling for 90-day "quick review" of question by Interstate & Foreign Commerce Committee.

He wants FCC to hold off final decision until Senate receives and studies

Committee's findings on: FCC's allocations criteria, program trends, program control, prospects of program financing by Govt. and other non-profit sources, legislation needed.

"I think TV is too vital to the future of America," he said, "to be relegated at this time, without further study by Congress, to the custody of any govt. agency or bureau. Without implying any criticism of the FCC...for which I have the very highest regard, I suggest that the Congress [should] inform itself..."

Sen. Benton also plugged Phonevision and Subscriber-Vision, saying:

"I suggest that there is nothing at all out of tune with our system of free enterprise in the suggestion that radio and TV might sell its service, instead of giving it away...I happen to believe it is a major business opportunity..."

Chiming in on Sen. Benton's educational pitch were Sen. John Bricker (R-Ohio) and Sen. Lester Hunt (D-Wyo.).

Opposition to vhf education reservations is coming from some educators themselves. U of Kansas City president is reported to have consulted with city's applicants and written FCC that university didn't expect to get into TV for many years, thus would be satisfied with uhf reservations.

Pro-reservation comment by one of TV's well-placed "ins" -- WBEN-TV's A. H. Kirchhofer, whose Channel 4 would remain intact -- as quoted in TV News, Buffalo:

"The provision for educational channels is a forward-looking step. I hope the educational institutions will be more successful in their utilization than they were with AM or FM..."

BRIDGEPORT WINNING UHF 'CONVERTS': Another visit to Bridgeport, which is turning out to be the "nursery of uhf," thanks to the RCA-NBC "guinea pig" station (Vol. 6:5 et seq), reveals that just about every set and tuner maker and many of his brothers of the broadcasting business have been to town to run tests.

Our junket this week was mainly to have look at Crosley's new "Ultratuner" (see page 5), but we took occasion to check on what others have done in and around Bridgeport. By and large, the reports are favorable.

Unusual focal point of activity is Bridgeport home of Rudy Frank, promotion manager of New Haven's WELI (AM), owned by veteran broadcaster Col. Harry Wilder, of Syracuse, who founded WSYR-TV there. Mr. Frank is an absolute convert to uhf, as is his boss, general manager Richard Davis, who told us he and his engineers are thoroughly convinced of uhf potential.

This conviction isn't based on mere theory, say Messrs. Davis and Frank. Their engineers have conducted over 500 measurements in station wagon, checked converters in 14 homes, over many months. They're satisfied with what they've seen.

Mr. Davis can't understand why more broadcasters don't get excited about uhf. "We don't want to cover all of New England," he says. "If we can deliver 20-25 miles, and I know uhf can do it, that's good enough for us. A clear channel AM station may claim a lot of area, but its listeners are close to home. Same will apply to TV."

Mr. Frank has had samples of almost everyone's converters -- including Zenith, RCA, GE, Crosley, Philco. Engineers have been running in and out of his house ever since the uhf test station went on air more than year ago (Vol. 5:53). Of converters he's had, some of them early models, he says GE's was best but would cost too much to build; Zenith's demanded very strong signal; RCA's drifted most.

Philco loaned its single-channel 2x3x4-in. converter (Vol. 6:15), which employed rather expensive crystal. But Frank says RCA's Wenyuan Pan was fascinated with Philco device, worked up one using 30¢ crystal which could sell for $2.

We saw first-rate uhf pictures on Philco 16-in. set, to which Frank attached different converters. Uhf images were vastly better than vhf from New York stations, 50 miles away, whose signals may be rated tolerable.

WELI management is so hepped up about uhf that it placed first order with GE for its 5-kw transmitter and helical antenna (Vol. 7:12). Davis has written his

"uhf credo" for publication in April 16 Broadcasting Magazine. We urge you to read it to get full appreciation of reasons behind his enthusiasm.

* * * *

Firm optimism about uhf coverage is held by the chief engineer of FCC, Curtis Plummer. Transmitting end doesn't bother him. In April 9 talk to Washington IRE, he ventured: "Success of uhf will be determined at the receiving end."

"The uhf data indicates," he said, "that uhf will deliver about the same field strength as the lower vhf channels out to about 25 miles. I recall that in 1945 applicants came crying to us with tale that they had to have Channels 2 to 6, that 7 to 13 couldn't possibly serve their markets. Now, it's the same story -- except that they insist on Channels 2 to 13."

Defending allocation plan in toto, Plummer said FCC's basic philosophy is to insure reasonable amount of rural coverage and to prevent what happened in AM -- gradual hemming in of service areas. Hence FCC's insistence on minimum spacings permitting maximum power for everyone, whether station starts out large or small. Roughly 40-mile radius is regarded as station's service area, he said.

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Plummer's worries about receivers should be fast diminishing, as manufacturers show they can provide good uhf reception -- whenever public wants it (see below). And manufacturers' transmitter and antenna developments make it clear they're ready to produce equipment -- when applicants want it.

GE is pulling out all stops at NARTB convention. It's ready to take orders for 5-kw uhf transmitters and 20-gain helical antennas (Vol. 7:12). Cost of transmitter will probably run 20-40% higher than 5-kw vhf, which runs about $90,000.

GE also has special deal for small operators -- driver stage of the 5-kw unit, complete in itself, with output of 100-125 watts. Amplifiers can be added to driver as desired -- same as with many FM transmitters. Price of little package isn't yet set. GE promises delivery "third quarter 1952," thus lending weight to predictions that uhf is bound to emerge slowly.

RCA is planning to offer 1-kw air-cooled transmitter and 20-gain antenna, but feels it's too early to quote delivery dates or prices. Amplifiers may be added to unit, and antenna is built to take 10-kw input.

DuMont has 1-kw unit, but isn't pushing it, apparently feeling that real demand will be for greater powers.

CROSLEY'S 'ULTRATUNER' SCORES HIT: Looks like Crosley did a real job with its uhf converter. It produced excellent picture for newsmen at April 11 demonstrations in Bridgeport. And engineering claims are really quite striking -- sensitivity, selectivity and stability as good as vhf, if not better.

"Ultratuner" is a continuously-tuned converter, covering all uhf, built to sell for "considerably under $50" at present cost levels. It can be attached to vhf set "in 2 minutes," simply by plugging in and hooking up piece of twin-lead.

It has built-in antenna, which performed beautifully on 10th floor of Hotel Barnum -- just as well as outside antenna, in fact. And company claims that performance in residential areas is even better, due to absence of downtown noise.

Tuning is quite simple. Dial on vhf set is placed at spot marked "uhf" and converter is ready to go to work.

Dimensions of wooden converter cabinet are 9½x7x6⅞-in. Slide-rule dial is about 6-in. long, with 8 equally-spaced channel numbers -- 14, 18, 24, 30, 38, 48, 62, 82. Other channels are tunable in between. Tuner has 2 knobs. Switching between vhf-uhf antennas is automatic.

Converters are useful only with vhf sets employing the Crosley type of continuous tuner covering all 12 vhf channels plus spectrum between Channels 6 & 7. Crosley estimates there are about 2,500,000 such sets out, including most DuMont and Stromberg-Carlson. Some other types of sets may be able to use it, but many would require extensive changes first. Basic portion of tuner is made by Mallory.

Crosley didn't shilly-shally about its plans. It will make converters when

people want them -- namely, when signals are available. This will be "late 1952 or early 1953," v.p. John W. Craig estimated. But, he said, "it's ready for production now. It's here."

Company isn't particularly interested in selling converters per se, said Craig. Its prime purpose is protection of its own customers and good name. It is conducting institutional ad campaign in 20 TV areas, emphasizing simple convertibility of vhf sets. But no "selling" campaign is contemplated. "We just want to tell the public what we have," said Mr. Craig.

FCC members will be invited to demonstrations "if they're interested."

Combination vhf-uhf sets, with everything built in, will be available when needed. They'll cost $20-$30 more than vhf-only, Craig estimated, and he saw "no economic sense in charging customers extra for something they can't use for a long time or may not want or need at all in some areas."

Craig took crack at Zenith (Vol. 7:14), saying "misleading advertising and half-statements are worse than outright falsehoods." He said installation of Zenith uhf strips would cost money, including 3-4 hours of serviceman's time, and he pointed out that each uhf strip means one less vhf channel available.

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Converter was built from ground up -- two engineers under E. J. H. Buzzard working on it for over 2 years. Many new types of components were developed, including tubes. But all these are now ready for commercial production on standard basis, Buzzard reports. Some tricks are still trade secrets, apparently, including dialing mechanism and automatic vhf-to-uhf switching.

Questions by some reporters probably reflected public confusion as to what uhf means. Apparently, some believe that uhf is an entirely different system of TV, or that it's somehow peculiarly related to color. Of course, latter concept could turn out to be right, if uhf operators in strong vhf markets eventually seize upon color as an "extra" in attempt to offset obvious competitive disadvantage.

FCC Chairman Coy, speaking personally, definitely qualifies dictum in now-famous paragraph 20 of Commission's "anti-trust report" (Vol. 7:13-14)—an April 12 press release by Theatre Owners of America quoting him, with permission, as expressing hope that film companies will make *special films* for TV.

FCC report had said, in effect, that it might go hard on movie applicants for TV stations if it's shown they continue to withhold their films from TV—a statement that has aroused whole motion picture industry to anger, leading influential *Motion Picture Herald* April 7 to headline "Knife in the Back" and editorialize that Congress should investigate "before the FCC commissioners turn themselves into commissars in charge of what the 'proletariat' may hear, see and think."

Said TOA statement following "very satisfactory" meeting of executive director Gael Sullivan, consultant Nathan Halpern and Washington counsel Marcus Cohn with Coy April 11:

"Chairman Coy expressed the hope that motion picture producers would produce more films especially made for TV, while continuing to produce feature films designed solely for theatrical exhibition. Chairman Coy recognized that the TV broadcast needs for film to fit advertising segments call for special film product rather than the film features designed specifically for theatres."

TOA statement goes on to say movie company practices mentioned in FCC report "were not intended to, and did not in fact, have any reference to practices of exhibitors" and Commission will judge "on a case-to-case basis the qualifications of applicants for TV stations who have been involved in the violation of anti-trust laws or practices which tend toward the violation of such laws." Coy also is reported to have said FCC report will have no bearing on question of special frequencies for theatre-TV on which hearings are to be held.

This backtrack may satisfy exhibitors, probably won't sit well with producers—none but Paramount as yet showing any real desire to become telecasters—for language of FCC opinion plainly suggested release of first-run films "or else." Actually, it's exhibitors who don't want first-run films released to TV, which isn't in cards anyhow until TV outlets (now only 107 in number) can compete with 18,000 movie houses.

Following up sharp editorial in *New York Times* (Vol. 7:14), its radio editor Jack Gould April 8, in article critical of FCC dictum, suggested FCC "withdraw that part of its policy statement relating to the present practices of Hollywood studios as they concern TV, call a public hearing at which it can fairly set forth its own position, hear the full rebuttal of the film industry, and then reach a decision."

Wisconsin GOP Senator Wiley's criticism (Vol. 7:14) was answered April 12 in letter (FCC Public Notice 62856) stating all FCC did was point up "possible conflict of interest" if movie company owned a TV station, but had "made no final judgement."

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"TV picturemaking without a camera," both monochrome and color, is slogan of new Telechrome Inc., 88 Merrick Road, Amityville, N. Y. President and chief engineer is J. R. Popkin-Clurman, ex-Hazeltine, who developed inexpensive devices for generating pictures (Vol. 6:8, 27). Organization offers $965 picture generator which "borrows" sync signal out-of-the-air from commercial station. It also has color gear which can generate and display signal for any system—simultaneous, field-, line-, dot-sequential or any variation thereof.

Station Accounts: February TV sponsorships were up 6.1% over January, reports March *Rorabaugh Report*, with 99 of the 107 stations (60 out of 63 markets) reporting 1053 national spot schedules, 3611 local-retail schedules, while networks reported 215 schedules (NBC 82, CBS 70, ABC 44, DuMont 19). Total of 4740 sponsoring compares with 4466 month before. List of network and spot sponsors is published in March *Rorabaugh Reports* . . . Philadelphia's WPTZ reports 210 advertisers during March, 82 local, 63 thru national rep, 65 NBC network . . . Hygrade Food Products Corp. sponsoring *Cook & Win* on WJZ-TV, New York, Tue. & Thu. 4:30-4:45, thru Zan Diamond Adv. . . . CBS Radio Sales reports its new *Range Rider* film series, starring Jack Mahoney, now locally sponsored on 10 stations, Langendorf United Bakeries taking it in the 4 West Coast TV cities . . . Finnish Govt., to promote tourist traffic on its railways and airlines during 1952 Olympic Games, planning to use TV and radio, thru Victor van der Linde Co., N. Y. . . . Add dept. store sponsorships: Saks Fifth Ave., with Ed & Pegeen Fitzgerald, on WJZ-TV, New York, Mon.-Wed.-Fri. 2:30-3; ZCMI Store, Salt Lake City, on KDYL-TV . . . Add baseball sponsorships (Vol. 7:13-14): Cleveland Indians, piped from WXEL to WBNS-TV, Columbus, for August Wagner Brewery; Washington Senators, piped from WTTG to WAAM, Baltimore, for American Brewery Inc.; Houston Buffs night games on KPRC-TV, for Philco and Henke & Pillot (chain market); Miami Sun Sox, on WTVJ for local Frigidaire distributor and spot users . . . Among other advertisers currently reported using or preparing to use TV: Kyron Foundation Inc., thru Melvin, Newell & Rector, Hollywood; Trico Products Corp. (car accessories), thru Baldwin, Bowers & Strachan Inc., Buffalo (WPIX); J. B. Williams Co. (Skol suntan lotion), thru J. Walter Thompson Co., N. Y.; Charles E. Hires Co. (Hires root beer), thru N. W. Ayer & Son, Philadelphia; White Rock Corp. (sparkling beverages), thru Kenyon & Eckhardt, N. Y.; Hood Rubber Co. (canvas & rubber shoes), thru McCann-Erickson, N. Y.; Schiaparelli Inc. (men's toiletries), thru Robert W. Orr & Associates, N. Y.; J. Colonna Bros. (Italian Kitchen bacon cheese), thru Nolan & Twichell Adv., Albany (WJZ-TV); John W. Taylor Packing Co. (potatoes & tomatoes), thru H. W. Fairfax Adv., N. Y. (WJZ-TV); Susquehanna Mills Inc. (mattresses), thru MacManus, John & Adams, N. Y. (WABD); Judson Dunaway Corp (Expello moth deterrent), thru J. M. Mathes Inc., N. Y. (WABD).

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"TV Is a Good Summer Buy"—150-page April 9 *Sponsor* makes point with lot of facts. Trade journal compares 16.8 Videodex rating for 15 network TV shows for August 1950 with 18.5 average for December—drop of only 1.7. It reports 8 top NBC-TV shows, using Nielsen ratings, came up with average summer rating of 24.5 vs. spring average of 27.4—difference of only 2.9.

Magazine also quotes from Nielsen study showing hours of viewing for all 1950 months ranged from high of 4.34 hours per day in September to low of 3.57 in August —not very great dip. Elmo Roper study of TV owners in August 1950, *Sponsor* says, showed that 73.7% chose TV viewing as primary after-supper leisure time activity.

TV networks are making pitch to keep Class A time sponsors on during summer. CBS offers 10% discount for 8 summer weeks in addition to regular 10% discount for 52 weeks; also will cut production charges one-third. NBC offers "contributions" as high as $4000 per program toward production costs if advertiser stays on during summer. ABC and DuMont are said to plan no such inducements. All networks feel they'll have top commercial programs this summer, compared to thin fare in 1950.

Corrections to TV Allocation Report

MAKE these changes in your copy of full text of FCC's "TV Allocation Report" of March 21, as printed by *Television Digest* and furnished you along with Vol. 7:12—and FCC engineers assure us that the text will be completely accurate:

Page 15: First column, 17 lines from bottom, change formula to read: $R(T)=R(T=10)k(T)$. Second column, 7th line down in paragraph starting "If the distance . . . " change formula to read $R_d(T=10)$.

Page 23: Ames, Iowa, delete asterisk (*) from Channel 5.
Council Bluffs, Iowa, delete whole item.
Kansas City, Kansas, delete whole item.

Page 24: St. Joseph, Missouri, add asterisk (*) to Channel 36.

Page 27: Wheeling, W. Va., add asterisk (*) to Channel 57.
Change Nanaime, British Columbia, to Nanaimo.

Network Accounts: Bohn Aluminum & Brass Corp. April 29 starts sponsorship of *American Forum of the Air* on NBC-TV, Sun. 1:30-2, thru Biow Co., N. Y. . . . June 28 is starting date for Blatz Brewing Co.'s *Amos 'n' Andy* on CBS-TV, Thu. 8:30-9, thru Wm. H. Weintraub & Co. Inc., N. Y. . . . Maiden Form Brassiere Co. May 5 moves *Faith Baldwin Theatre of Romance* from alt. Sat. 11-11:30 to alt. Sat. 12:30-1; will alternate with Seeman Bros. (Air-Wick) *I Cover Times Square* which has had period weekly . . . Westinghouse will remain on CBS-TV through summer, but from June 18 will substitute *Westinghouse Summer Theatre* for *Studio One*, Mon. 10-11, thru McCann-Erickson . . . Northam Warren Corp. (Cutex, Odorono, Peggy Sage) May 5 begins sponsorship of 1-1:15 portion of new *Laraine Day Show* on ABC-TV, Sat. 1-1:30, thru J. M. Mathes Inc., N. Y. . . . McKesson & Robbins Inc. (drug products) June 2 begins *Date with Judy*, family comedy show, on ABC-TV, Sat. 11:30 a.m.-Noon, thru J. D. Tarcher & Co. and Ellington & Co., both N. Y. . . . Anthracite Institute May 5 starts *Better Home Show* on ABC-TV, Sat. 6:30-7, thru J. Walter Thompson, N. Y.

Personal Notes: Elected directors of Brand Names Foundation this week were Frank M. Folsom, RCA president; Wm. O'Neil, president of General Tire, Yankee Network and Don Lee; Frank K. White, MBS president. . . . Wes Turner has taken leave of absence from ABC to open engineering consulting practice under business name of Westurner Co., 9918 E. Camino Real, Arcadia, Cal. . . . Neal Van Ells, formerly with Indiana AM stations, named program director of WLWD, Dayton, succeeding A. D. Faust, now with WDTV, Pittsburgh . . . Edythe J. Meserand, asst. director of news and special features, WOR & WOR-TV, elected president of newly formed American Women in Radio & TV . . . Morton Galane, ex-U.S. Patent Office specialist in electronics and TV, has joined Washington law firm of Roberts & McInnis . . . Vincent L. Herman appointed v.p. in charge of TV operations, Jam Handy Organization . . . Harold Azine, ex-KTTV, Los Angeles, named chief of TV Branch, Civil Defense Administration; Stephen McCormick, ex-WOL, Washington, Radio Branch.

NBC loses 37 employes to Army at one clip May 1 when network unit reports for active duty at Fort Riley, Kan. Unit is mobile broadcasting company, part of psychological warfare group commanded by Col. Ellsworth H. Gruber of *New York Daily News*. Commanding company is Capt. William B. Buschgen, NBC spot sales; executive officer is Lt. T. M. Thompson, NBC personnel mgr.

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Trade Report
April 14, 1951

TIGHTER NICKEL MEANS FEWER TV-RADIOS: Nickel shortage looms so real that it may soon force reduction of TV-radio output in direct proportion to impending cut in raw material supply -- at least 50%, possibly even more.

That's the current trade forecast from highest govt. sources, to be spelled out in detail by top mobilization officials when they meet with industry representatives in Washington next Tuesday (see Mobilization Notes).

DO orders already placed would consume 85% of available supply of nickel if they aren't trimmed, as reported here last week (Vol. 7:14). For receiving tubes and kinescopes, there appear to be no all-out substitutes or real shortcuts.

Tungsten will be next serious shortage to hit industry -- and govt. metals experts say its effects on tube industry could be more crippling than nickel crisis.

If condition were merely short-range, this might be welcome news to great number of distributors-dealers with "digestive tracts" figuratively "constipated" with excess of merchandise -- but at the factories and among rank-and-file employes the situation presents grim prospects for later this year.

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Plain, unvarnished fact is that the public, with a few spotty exceptions, has taken a walk on TV buying. Whole trade is in dither. Instead of the 1,000,000 or so TVs estimated in inventories (Vol. 7:14), one of biggest set makers this week calculated nearer 2,000,000.

Factory layoffs are spreading, union leaders plenty worried -- latter now awake to need for hurrying end of freeze and adding their considerable influence to pressures being exerted for relaxation of Regulation W. Whole trade blames these factors in main for present situation, plus confusion about prices, color, etc.

Cutbacks are order of the day, especially since defense orders are coming through in mere driblets. Hardly a receiver, tube or components factory has been lucky enough to escape layoffs. "Long vacations" this spring and summer may be tactic used by some. RCA layoffs at Camden are reported at 1300 to date, mainly recent additions to payroll. Emerson dropped 250 in Jersey City plant. DuMont, already on 4-day work week, this week laid off 500 of 3500 workers in Paterson plants, and Westinghouse dropped 130 off usual 1300-1500 payroll at TV plant in Sunbury, Pa. Others had already cut rolls, notably in Chicago (Vol. 7:13-14). Philco, which has enjoyed fairly steady production pace, issued this statement this week:

"Starting April 23, part of TV-radio production of Philco will be cut back temporarily due to an adjustment of production schedules in line with the requirements of govt. regulations and the spring sales demand. Philco is continuing full production of all govt. work, auto radios, export products as well as refrigerators, freezers, electric ranges and air conditioners." Two-week furlough of 5000 employes is indicated, some of whom may not be called back soon.

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Irony of situation is that, if nickel curtailment cuts tube supply and reduces output of small as well as big radios and TVs, lower production rate may force higher prices because of inability to maintain economies of mass production.

Thus if manufacture slows down and even a modicum of demand is maintained, present stocks next fall and winter might be "worth their weight in gold."

That's what wholesalers and retailers are being told -- but their retort is that it's scant comfort to them while huge credits are tied up in warehouses.

Every conceivable sales gimmick is currently being employed to move goods -- giveaways of all sorts, even of watches and candy for the kiddies. "Warehouse" and "surplus stock" sales offer even branded merchandise at 20% to 50% off. Yet the only items moving at anything like normal pace seem to be TV table models at $200 and under and radios, especially portables.

Note: RTMA auditors failed to report output figures for first week of second quarter at week's end, as customary -- so they won't be available until early next week. RTMA members can contact association direct if they're in a hurry.

Interesting parallel between TV and automotive unit output is discernible from glance at authoritative Automotive News figures. Both are in same boat now so far as lagging inventories are concerned; both face big second quarter cuts.

TV output of 7,463,800 sets last year is matched by 8,004,242 automotive units (6,663,461 passenger cars, 1,340,781 commercial vehicles). First quarter this year, TV turned out 2,196,016 sets as against 1,605,000 same 1950 quarter (Vol. 7:14). Autos totaled 1,982,075 (1,605,611 passenger cars, 376,464 commercial vehicles) first 1951 quarter vs. 1,647,942 (1,348,312 passenger, 299,630 commercial).

NPA PLEDGES ACTION ON REPAIR PARTS: Long-overdue NPA action to assure replacement parts for TV-radio and other electronic equipment was promised this week by Office of Civilian Requirements. It's still in preliminary stage, however, and will probably be incorporated into Controlled Materials Plan (see Mobilization Reports).

Electronic parts distributors met April 9 with NPA and renewed last month's plea that manufacturers be permitted to make and sell at least 150% of the number of parts sold for replacement during first-half 1950 (Vol. 7:10).

This general plan has been approved by Office of Civilian Requirements, which is headed by ex-West Coast broadcaster Lewis Allen Weiss (Vol. 7:10). But first NPA order incorporating the principle has yet to be issued.

Distributors made other proposals, and OCR spokesmen say some of them are being drafted in form of recommendations to other NPA divisions involved -- in the hope they'll finally end up in orders or directives. The distributors proposed:

(1) Base period of steel durable goods order M-47 (Vol. 7:10-11,14) -- first 6 months of 1950 -- be extended to entire year of 1950, because of phenomenal increase in production of TV and other electronic items during last-half 1950. NPA officials say this can't be done, since Defense Production Act provides base period must be "representative period preceding June 24, 1950."

(2) Component wholesalers be granted priority to order replacement parts at 150% of base period rate.

(3) NPA initiate campaign to salvage obsolete radio sets.

(4) All equipment and parts used in maintenance and repair be "simplified," but not to the extent of so-called "victory lines" used during World War II. Distributors' committee will meet with NPA again May 28.

FIRST-QUARTER sales and earnings reports of the manufacturers should be good—many better than same 1950 quarter, some perhaps as good as boom fourth quarter—but they're apt to mislead as to near-term trend of the now-lagging TV-radio industry. Unless sudden buying wave sets in, trade seems to be in for slower tempo during spring and summer months. Even if unit volume holds up as more low-priced sets are produced and sold, dollar volume probably won't—unless defense orders come through faster and larger than now.

Yet nobody can doubt TV-radio industry's long-term prospects. Short of war, good portion of that half of nation's populace still outside telecasting ranges should begin to get service by latter 1952. Mindless though it has been of trade implications of its dilatory handling of freeze, FCC can't keep freeze on forever and is now really moving toward ending it (Vol. 7:12 et seq).

New stations will have to be built, new-type receivers (in some areas with dual vhf-uhf tuners) will have to be made and marketed. If factory sales reached $1.7 billion last year (about 7,500,000 sets) and retail-installation-servicing trade was $3 billion, it's fair to assume that kind of market is still in store when artificial restraints like freeze, credit and materials limitations, etc., are lifted.

There's also simple fact that "TV saturation" is far from reality in most of the 63 population areas now served by the 107 existing TV stations (Vol. 7:12). On basis of 60-mi. coverage estimates, *Radio & Television Retailing* calculates Boston area families with TV sets total 65%, Philadelphia 61%, Milwaukee 60%, New York 57%, Los Angeles 57%, Cleveland 56%, Cincinnati 56%, Minneapolis-St. Paul 55%, San Diego 48%—to list only top ones.

These are the more "heavily saturated" areas. There's still good proportion of non-TV homes yet to be supplied and replacements yet to be sold in these and other presently-served areas, let alone the new ones to be opened up.

CBS has guaranteed itself a color set maker in acquiring Hytron's Air King (see page 2)—if Supreme Court gives it go-ahead. But Tele-tone, too, says it will "dust off" plans for "slave" unit (Vol. 6:45) upon favorable Court action. President S. W. Gross says "we'll get into production as soon as we can." He says he'll also be ready with uhf when demand arises, but doesn't see anything in it now to lift today's depressed market. CBS attracted big audience (1200-1400) of servicemen to April 13 demonstration in Washington of 17-in. drum set (Vol. 6:52), followed by long technical discussion by Edward Noll, TV Technicians Lecture Bureau, Indianapolis.

Topics & Trends of TV Trade: Govt.'s Regulation W has "killed sales above the $250 level," said Admiral president Ross Siragusa at stockholders meeting April 12, and it may be necessary for Admiral to seek bank loans to carry piled-up inventories. First 2 months of this year were good, he said, but March 1 began "definite slump" in company's TV sales. He blamed 10% excise, higher prices forced by higher wage and materials costs, confusion over color as contributors to slump.

It's still too early to make predictions for 1951, said Siragusa, but present slowdown may affect company's earnings for year despite brisk appliance business. Plastic material shortages particularly affect company's low-priced models, for which he said there's good demand. But same chassis in more expensive combination cabinet "can't be given away" in today's market.

Regarding defense program, he pointed out that 85-90% of electronic business is being given to non-electronic companies, while newer companies were getting only small percentage compared to their civilian output. Govt. business, he said, won't take up slack caused by loss of TV sales until late this year or early next.

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RCA and Sylvania reduced prices of CR picture tubes this week, following DuMont's action (Vol. 7:14) which followed wave of price-cutting by smaller firms. DuMont officially stated reason for cuts was "improved production methods and greater production" while neither RCA nor Sylvania gave out any statement, but it's commonly known trade fact that inventories were piling up in tube industry due to reduced public demand and that cutbacks in production are now in progress. GE is expected to cut, too, but had not made any announcement up to presstime.

RCA reduced 17-in. metal rectangulars from $25 to $23 to manufacturers, $27.60 to $25.30 distributors, $38.20 to $35 retailers, $51 to $46.75 list. Sylvania cut 17-in. glass tube from $26 to $23.50 to manufacturers, $28.60 to $25.85 distributors, $39.35 to $35.55 retailers, $52.50 to $47.50 list. Sylvania's metal-coned 17-in. went down from $25 to $23 to manufacturers, $27.60 to $25.30 distributors, $38.20 to $35 retailers, $51 to $46.75 list. Sylvania's 20-in. was cut from $43.75 to $35 to manufacturers, $48.15 to $38.50 to distributors, $66.50 to $53 retailers, $88.75 to $70.75 list.

* * * *

New Meck high sensitivity set (Vol. 7:14) has four major engineering features that company claims will "treble the area of coverage" of each TV station, permit reception up to 100 miles from transmitter. This means, according to Meck's trade advertising, that dealers have "a million more homes" as prospects for TV. Named the "Red-Head," for color of some components, set's features are said to be: (1) Four IF stages of amplification. (2) High level video detector, feeding twice the video signal level of average set. (3) Newly designed synchronizing circuits, to prevent interference. (4) Balance of engineering factors to provide satisfactory fringe reception. Promotion speaks of a "built-in booster." Work on set began last October, Meck says. Set is now being delivered to market, and prices are "same as previous models."

Lots of talk about Tele King opening West Coast plant, and president Harvey L. Pokrass acknowledges that company is planning to open factory in Los Angeles area and that Mario Tosatti, ex-Crystal Productions (independent film producer), will be its executive head. Pokrass said Tele King production was continuing at about same levels as first quarter—which was about same as last 1950 quarter. Tele King plans new line in June for Chicago Mart.

Trade Miscellany: RCA's David Sarnoff tells *Variety's* Abel Green (in April 11 interview) that 6,000,000 TVs will be produced in 1951, making total sets-in-use 17,500,000 by year's end (though NBC Research's own figures would thus put total nearer 16,500,000). "Mr. Electronics," as Green calls him, "is so bullish in TV and its future that his dim views on radio would seem to dwarf AM's future chiefly because of his enthusiasms about TV" . . . Freed Radio creditors (Vol. 7:10) meet April 26 at 11:15 a.m. before Referee John E. Joyce in Federal Courthouse, New York City . . . Muntz TV announces expansion of its retail stores, reporting that since Jan. 1 it has opened new ones in Dayton, Springfield, Marion, Lancaster, Hamilton & Middletown, O.; Kenosha & Sheboygan, Wis.; Aurora & Waukegan, Ill.; Santa Ana, Cal. . . . Philco accessory div. staffers, in recognition of all-time production records achieved in March, received gold watches from gen. mgr. Herbert Riband at dinner April 11 . . . Dumont reports turning out 30-in. tubes (for own receivers only) at "nice rate" but doesn't disclose how many . . . New York *Journal of Commerce* says layoffs of TV-radio plant personnel in Chicago area close to 10,000, with Magnavox and Capehart-Farnsworth in Ft. Wayne reported laying off around 400 employes each . . . Hytron cut CR tube personnel at Newburyport this week, but receiving tube output reported still going full speed . . . Ansley has moved plant and offices from Trenton, N. J., to 85 Tremont St., Meriden, Conn.

Plant Expansions: Raytheon starts construction this month on new $1,200,000 receiving tube plant at Quincy, Mass., adding 86,000 sq. ft. to 23,000 now occupied by Tube Div. in Quincy and 270,000 by plant in Newton . . . Canadian GE erecting $1,000,000 addition to its Royce Ave. plant in Toronto, new 90,000-sq. ft. structure to be used for increased electronic production . . . Canadian Admiral Corp. (Vincent Barreca, president) has moved into new $300,000 plant at Port Credit, Ont. . . . Sylvania's new 30,000-sq. ft. plant in Warren, Pa., only few months old, will be expanded by July 1 with 50,000-ft. new wing to employ 300-400 workers on wire drawing and wire plating . . . Pacific Electronics, Las Gatos, Cal. (transmitting tubes, rectifiers) has acquired 77-acre plant site near Ventura, plans 125,000 sq. ft. plant, production of crystals, wood products, test instruments, etc.; George E. Mitzel is president.

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In apparent reversal of trend to larger picture sizes, Arvin this week announced resumed production of 8½-in. table models listing at $129.95 and offered in mahogany, willow green and sandalwood colors. TV-radio v.p. Harold B. Foulke also reported acceleration of four 12½-in. models at $169.95 (tables) and $199.95 (consoles), said growing demand for smaller screen sets is "dictated largely by the present condition of the popular pocketbook." The 8½-in. tube is made by GE, Arvin being only known customer. That neither 8½, 10, 12½, 14-in. sizes have been much in demand by manufacturers lately, is indicated by February RTMA production figures showing 96% of month's output were 16-in. or larger (Vol. 7:14).

Canadian RMA reports 4288 TVs sold by factories for $2,215,985 during February, with inventory of 2696 units as month ended. Table models under $400 list price totaled 324, over $400 totaled 1522. Consoles under $500 totaled 363, over $500 totaled 1637. TV-phonos numbered 442. More than half of February sales were in Windsor (Detroit) area. First 2 months of 1951 unit sales were 8907, valued at $4,195,060. Cumulative TV sales to Feb. 28 totaled 45,920 valued at $20,471,643, with 44% in Windsor area, 35% in Toronto-Hamilton, 16% Niagara Peninsula, 5% other areas.

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Mobilization Electronics Reports
April 14, 1951

EDMUND T. MORRIS HEADS NEW EPB: Electronics Production Board, new top-level policy board of DPA, with last-word authority over all phases of electronics production and procurement (Vol. 7:11-12), will be headed by 44-year-old Edmund T. Morris, director of Westinghouse Electronics & X-Ray Div., Baltimore. He's Westinghouse career man, who started with company at 21 after taking master's degree at MIT, reports to Washington April 23 after vacation in Virgin Islands.

Board's primary function is "to make certain no electronic bottleneck stymies any element of the defense programs." Four of 7 present members are drawn from TV and related industries, some probably serving on temporary basis pending fulltime appointees and shaping up of staff. Official appointments haven't been made yet, but makeup of board at outset will comprise besides Morris:

John D. Small, ex-Emerson v.p., chairman of Munitions Board; Harry E. Ehle, International Resistance v.p., consultant to Army; Don Mitchell, Sylvania president, consultant to Air Force; Capt. Frederick R. Furth, chief, Naval Research Laboratory; John G. Daley, acting director, NPA Electronic Products Div.; Marion W. Boyer, general manager, Atomic Energy Commission.

I—HOW CMP WILL AFFECT YOUR BUSINESS: Tight new end-product controls on civilian TV-radio production will be by-product of Controlled Materials Plan (CMP), beginning July 1, despite fact that consumer durables won't fall within CMP's scope.

All phases of electronics industry will be affected by Govt's new method of controlling production. Here's what CMP will mean to your business:

CIVILIAN TV-RADIO, OTHER CONSUMER DURABLES -- Present limitation orders will be revamped, aimed directly at end-product manufacturers -- not at component makers and their suppliers, who bore brunt of previous materials orders. Use of copper and aluminum will be limited in same manner as Order M-47 now limits steel.

Steel order will be tightened -- permitting consumer durable makers to use steel in third quarter at 70% of rate they used it during first-half 1950, instead of current 80% limit (Vol. 7:10-11,14). Two other changes are being considered:

(1) Direct ceiling on number of units each manufacturer is allowed to produce. Auto industry is urging this type of control, several TV makers are known to favor it. Administrator Manly Fleischmann says NPA will ask for views of consumer durable manufacturers on this proposal. He'll run into stiff opposition from RTMA, whose board meeting April 12-13 at Absecon, N.J. passed resolution objecting to portion of present steel order which limits unit production of some TV-radio makers, asked tonnage limit instead.

(2) Change in base period for NPA orders, to reflect full year, intended to make orders more equitable to seasonal industries. Known to be under discussion are 12-month period ending June 30, 1950, and full year 1949. Either of these would be worse for TV-radio industry than present first-half 1950 base, because of comparatively low rate of 1949 TV production.

MILITARY ELECTRONIC END-PRODUCTS -- Will come under CMP. Plenty of paper work for manufacturers, who must estimate their requirements of steel, aluminum and copper -- and in some cases the requirements of their suppliers and subcontractors. But they can be sure of getting the materials they need, on time. Days of the "hunting license" will be over when CMP begins operating smoothly. A CMP allotment will be a "certified check" for materials.

COMPONENTS -- Still subject to final decision, it appears now that makers of components for civilian as well as military products will fall within CMP. Under present plans, steel, copper and aluminum will be allotted by Govt. for manufacture of all components. Therefore, it's possible that availability of tubes and other

components, which come under CMP, may be governing factor in production of civilian TV-radios, which don't.

REPAIR SHOPS, TV-RADIO REPLACEMENT PARTS -- To be covered by special CMP regulation designed to "assure repairmen of needed materials without application to NPA." Specific amounts of steel, copper and aluminum will be allotted to keep repair parts for home TV-radio equipment on distributors' shelves (see Trade Report).

MAINTENANCE, REPAIR, OPERATING SUPPLIES -- Current MRO Reg. 4 (Vol. 7:9) will be superseded by new CMP regulation designed to assure that materials are set aside for maintenance supplies for industry and business, including broadcasting.

BROADCASTING, TELECASTING EQUIPMENT -- Manufacturers of this equipment will be required to file application for quarterly requirements of copper, aluminum and steel with NPA. Presently it's planned that new broadcasting and telecasting equipment will come under CMP for allotments of the 3 strategic metals. It's known that -- short of all-out war -- NPA won't stand in way of new station construction, and under CMP may even offer some help.

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Dates to remember: No CMP orders have been issued yet -- merely the announcement that it will begin July 1. Seven specific CMP regulations, due about May 1, will put plan into operation. By June 1, NPA will require producers of a specific list of items to file their requirements for third quarter. Most manufacturers will be notified directly shortly after May 1; for others, there will be ample public notice as to where they can obtain applications.

We'll follow CMP developments closely, keep you informed of steps you must take -- and results you can expect -- under new production plan.

II—HOW GOVT. EXPECTS CMP TO WORK: CMP controls production through regulation of the 3 basic industrial metals -- steel, copper and aluminum.

It's a method, proven in World War II, designed to let govt. planners know exactly how much of each metal is available, and exactly how much of each is required for the defense program. It aims to put metals in right hands at right time -- to keep military production program running smoothly.

Limited CMP which will begin next quarter will actually dole out metals only to defense and defense-supporting activities; but all manufacturers except those who make consumer durables will be required to file their requirements. In brief, here's how it's supposed to work:

First, DPA's Program & Requirements Committee, directed by Charles Wampler, sits down and figures out just how much steel, copper and aluminum will be available in this country next quarter.

Then demand is figured up -- on basis of requirements filed by military, by producers of military and essential civilian goods.

Next, this total is measured against supply. If high policy makers don't think this leaves enough metal for civilian goods, military and defense-supporting orders may be cut back.

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When planning is completed, Govt. issues allocations of the 3 metals to all military and defense-supporting users. This "certified check" guarantees users will get the steel, copper and aluminum they require.

What's left -- difference between defense requirements and total supply -- is available for civilian goods on a "free market" (not directly allocated) basis. NPA chief Fleischmann says it should be a "substantial balance."

Present limitation orders will then be changed -- tightened -- to reflect, as accurately as possible, amount of materials left for civilian use, in attempt to divide them equitably among non-defense users. But civilian users aren't assured an exact supply of the metals, as are CMP defense users. They'll still have to scramble for what's left.

Civilian products won't be classified according to essentiality. NPA feels all manufacturers should get even crack at materials not needed for defense. Hence

present bans on use of copper and aluminum in large variety of items (e.g., venetian blinds, door knockers, coffee makers, etc.) will probably be lifted. Ban on purely decorative uses of copper and aluminum, however, will be continued.

CMP will supersede NPA's 25 "special programs" which, helter-skelter, now allocate materials for freight car program, shipbuilding program, electric power industry, etc., as well as countless special directives. Says Fleischmann:

"What we have been doing is exactly what we cannot continue to do for any prolonged period of time; namely, draw checks on the bank without knowing exactly how many checks are out, or even knowing the exact bank balance."

* * * *

CMP will minimize need for centralized defense production planning and supervision, by following normal "chain of command" in industry. Large share of responsibility for getting out necessary production will be left to industry.

Most producers of military products will get material allotments from their customers. Govt. is prime contractor's customer. Subcontractor's customer is a prime contractor or another subcontractor. A producer of tanks, for instance, will be required to allot controlled materials to his subcontractors and schedule production so that all the thousands of parts and components that make up a tank are ready on time and in the right quantities.

As in World War II, products coming under CMP will fall into "A" and "B" categories. Producers of "A" products will get their allocations directly from their customers. "B" producers will receive individual allocations directly from Govt., but can't allocate any of their quotas to subcontractors.

"A" products generally are end-products bought by military and other defense industries. "B" products are civilian-type items and components needed for defense, including industrial machinery and equipment. Most or all electronic equipment will be on "B" list, because it generally uses standard components.

Application forms -- stating amounts of steel, copper, aluminum needed -- will be required of manufacturers of "B" products. Official "B" list will be issued May 1, and producers of military and defense-supporting items not on "B" list can assume they're on "A" list. These are electronic and related products appearing on tentative "B" list:

Radio, radar & TV equipment, except home type (including transmitting); radio tubes; transformers, capacitors, rectifiers, induction & dielectric heating units; telephone & telegraph communication equipment; X-ray & therapeutic apparatus; aircraft, scientific & surveying instruments; motors & generators; switch gear & electrical control apparatus; aircraft & aircraft parts; electrical wiring devices & supplies; electrical indicating & measuring instruments.

Among items on tentative list of civilian products for which it's stated CMP applications won't be required or permitted: Home radio & TV sets; household refrigerators, freezers, air conditioning; household electrical appliances.

CMP will be master-minded by NPA Assistant Administrator Walter C. Skuce, on leave from Owens-Corning, who had similar responsibility in World War II.

CONSERVATION RESEARCH BEARS FRUIT: There hasn't been much fanfare, but for months component makers' laboratories have been buzzing with development of materials-saving conservation and substitution measures no less significant than those of the big TV-radio manufacturers (Vol. 7:6-7).

Most of the results haven't been spectacular in the usual sense of the word. A shortcut here, a substitution there, a small part eliminated, a steel part replacing an aluminum one -- these have been quietly incorporated into production. Now -- possibly in the nick of time -- reports of major developments are beginning to seep from the laboratories. Here are some recent ones:

New type ceramic core for electronic applications has been developed by Henry L. Crowley Co., West Orange, N.J., which supplies Admiral, Philco, Zenith and most other major TV-radio makers. New core, said to be interchangeable with 10-20% nickel oxide ferrite type, contains no nickel at all. Trade-named "Croloy C-4,"

it's said to be especially valuable in horizontal linearity, width control and flyback circuits and other TV applications where ferrite is now being used.

The new cores were experimentally used in standard Philco TV set recently, we were told, and performance was reported as good as or better than ferrite, with no circuit changes. Crowley Co. says Croloy is now "near the production stage."

New permanent magnet "containing only non-critical material" was announced this week by Sylvania's metallurgical laboratories "for applications in radio and TV receivers as well as other commercial and military equipment."

No cobalt, aluminum or nickel -- all ingredients of Alnico V magnets -- are used in new magnetic material, Sylvania says. It's now in "pilot plant production stage," with commercial production scheduled "at an early date."

The new magnets are reported comparable in strength to Alnico III, which isn't widely used in speakers or TV focus units because of lower field strength. Sylvania officials indicate, however, that stronger magnets can be produced.

It's not known whether Sylvania's new process stems from a French formula which has aroused interest in this country from time to time. After investigation, most U.S. magnet makers have termed French developments economically unfeasible.

Hope for expansion of cobalt supply is riding high on basis of work being done by Indiana Steel Products and others toward refining low-grade domestic ore, heretofore largely fruitless. A prime mover in this field told us progress so far "looks promising." Almost all cobalt now comes from Africa.

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Just about every tube manufacturer has ready an electrostatically-focused picture tube (Vol. 7:1,3,5,9), but none reports any orders by set makers. The 2 biggest TV manufacturers who've announced they'll use the new material-saving tubes -- Philco and RCA (Vol. 7:5-7) -- have postponed changeover dates. RCA says "later this month." Philco says "possibly in May." But most tube and set manufacturers see no industry trend to electrostatics until late summer, at earliest.

The reason: Set manufacturers are now getting enough critical materials to take care of their production requirements, reduced by trade conditions (see Trade Report). In other words, consumer resistance, not material shortages, is limiting factor in production -- for time being, at least.

Mobilization Notes: Nickel shortage crisis will overshadow everything else April 17 when representatives of all phases of electronics industry meet with NPA. But cobalt squeeze—which threatens to become much tighter than it is now—will come up for large share of discussion, too. Situation facing industry was summed up by NPA chief Manly Fleischmann April 11: "Military production will take up to 100% of cobalt . . . and very nearly that much of nickel."

Agenda for the meeting provides revealing hint of seriousness of situation: "(1) The nickel situation—receiving tubes—resulting production level. (2) Requirements for civilian tube replacements. (3) Effects of increases in rated [priority] orders for tubes. (4) Supply of critical materials for speakers—cobalt vs. copper. (5) Current and near future production—TV and radio sets. (6) Summary and conclusions of recommendations."

In discussion of item 4, industry will probably be told that there will be no cobalt available for civilian use by June or July, and that NPA to date has granted no manufacturer permission to use copper-wound electromagnets in place of permanent speaker magnets.

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Spot check of aluminum industry's compliance with NPA orders, undertaken by Federal Trade Commission (Vol. 7:9), is near completion. Of 300 cases transmitted to NPA Compliance Div., 239 have been reviewed. Of these, Compliance Div. recommended following action: That files be closed and no action taken in 96 cases; warning letters regarding apparent violation be sent in 48 cases; supplemental investigation in 30 cases; files be referred to NPA general counsel for enforcement action in 7 cases; further investigation regarding prohibited items be made in 32 cases; files be further interpreted in 26 cases.

Next spot check will cover some 300 producers of copper and copper-base alloy products. NPA Administrator Manly Fleischmann disclosed Compliance Div. since Jan. 1 has reviewed 409 other complaints of violation of NPA orders, mostly construction order (M-4).

Mobilization Personals: Added to staff of NPA Electronic Products Div., to serve in end-products section headed by J. A. Milling (which includes TV-radio): Lee Golder, ex-General Instrument; Wm. J. Bapst, ex-Marine Corps electronic expediting officer, ex-WPB; Adam Stein, ex-Engineering Research & Development Laboratories, Ft. Belvoir, Va. Other members of end-products section: O. W. McDaniel Sr., E. MacDonald Nyhen, Noble Harris . . . Franz T. Stone, on leave as president of Columbus McKinnon Chain Corp., Tonawanda, N. Y., named NPA Assistant Administrator in charge of industrial & agricultural equipment . . . Gerald R. Gallagher, engineer, formerly consultant to NSRB, appointed Civil Defense Assistant Administrator for Technical Services.

"Handbook of Emergency Defense Activities," which lists key personnel and organizational outlines of mobilization-related govt. bureaus, is available for 25¢ from Govt. Printing Office, Washington 25, D. C.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for February: Francis H. Uriell bought 15 Admiral, holds 1100; Joseph B. Hall bought 200 Avco, holds 200; James D. Shouse bought 4000 Avco (Jan.), holds 5350; Wm. J. Halligan gave 500 Hallicrafters as gift (Jan.), holds 36,900 in own name; Wm. Balderston gave 30 Philco as gift, holds 7188; David B. Smith bought 2 Philco (Jan.), holds 3273; Stanley P. Lovell bought 200 Raytheon, holds 400; Harry G. Sparks sold 1300 Sparks-Withington, holds 100; John Kuhajek sold 10 Zenith, holds 20.

Westinghouse stock transactions reported by SEC: John H. Ashbaugh bought 434 (Jan.), holds 1508; Walter C. Evans bought 6, holds 1400; John K. Hodnette bought 579 (Jan.), holds 1664; James H. Jewell bought 326, sold 50 (Jan.), holds 788; Andrew H. Phelps bought 434 (Jan.), holds 1445; Gwilym A. Price gave 55 as gift, bought 1085 (Jan.), sold 399 (Feb.), holds 4800.

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Admiral first quarter sales were $70,321,548, compared to $46,291,409 same 1950 quarter. Earnings before taxes were $8,490,463, and after provision for taxes $2,403,344 ($1.25 per share) vs. net profit of $4,158,449 ($2.16) for same 1950 quarter. Reserve for taxes, president Siragusa noted, was $3.16 per share this year vs. $1.25 last.

Packard-Bell sales for 6 months ending March 31 were $13,839,147, virtually equal to the $13,894,713 for whole of 1950. Six-month report compares with $3,203,531 for same period 1950. Earnings for the 6 months were $902,629 ($1.53 per share on 588,000 shares outstanding). President H. A. Bell figured civilian sales for next 6 months will equal $10,000,000, profits $600,000.

Bendix Aviation's first quarter sales rose to $67,044,705 from $52,379,209 for same 1950 quarter, but earnings dropped to $2,578,457 ($1.21 a share) from $3,798,919 ($1.79) due to higher taxes. Backlog at end of quarter, president M. P. Ferguson reported, exceeded $475,000,000, heavily military, as against $170,000,000 backlog same time last year.

Webster-Chicago sales in 1950 were $19,086,151, highest in its history, compared with $11,089,364 in 1949, $13,768,731 in 1948. Net earnings were $1,212,050, equal to $2.69 a share on 450,000 shares of common stock outstanding vs. $835,824 or $2.89 a share on 289,036 shares in 1949 and $834,550 ($2.89) in 1948. Inventories carried forward to 1951 totaled $3,662,409 and $2,000,000 in govt. contracts are on books, president R. F. Blash reported April 10.

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Muter Co. and wholly-owned subsidiaries, Rola Co. and Jensen Mfg. Co., had gross sales of $14,389,725 in 1950, compared with $7,907,572 in 1949. Consolidated net income after Federal taxes was $1,034,200, or $1.59 per share on the 651,000 shares outstanding (including 59,200 shares declared as stock dividend in December 1950). This compares with net earnings of $453,264 ($1.53) on the 296,000 shares outstanding as of Dec. 31, 1949 and $389,184 ($1.31) in 1948. During 1950, dividends of 45¢ cash were paid after 100% stock distribution in May, as against 60¢ cash dividends declared each of preceding 2 years. At end of 1950, consolidated working capital was $2,552,973, up $589,692 for year. Proxy notice for April 17 stockholders meeting at Chicago offices discloses Leslie F. Muter, president, holding 110,000 shares; Thomas A. White, president of Jensen, 12,810; A. A. Dailey, v.p., 5390; Karl E. Rollefson, engineering v.p., 3850; Lawrence A. King, president, Rola, 1870. Compensations for 1950 included: Mr. Rollefson, $12,000 plus $35,649 bonus; Mr. White, $15,000 & $20,633; Mr. King, $15,000 & $33,814.

Robert C. Sprague, recently retired president but still chairman of RTMA, whose Sprague Electric Co., North Adams, Mass., showed 1950 earnings nearly triple those of 1949 (Vol. 7:13), reports his company's sales of electronics equipment, mainly capacitors, ran at higher rate first quarter this year than same quarter last year despite estimated 15% reduction in TV production. He predicts 1951 sales will be "substantially greater" than 1950. Company has acquired small plant in Bennington, Vt., to increase by 4½ times its production of ceramic coated wire, particularly for military contracts.

Stewart-Warner reports 1950 production of its Electric Division (radio, TV & electronic products) tripled that of 1949 but was severely handicapped by materials shortages. Division has moved into new plant at 1300 No. Kostner Ave., Chicago, with E. G. Fossum as gen. mgr., Henry Gillig plant mgr. TV-radio are still small part of company operations, which in 1950 had total $80,482,372 sales, $4,584,936 net profit ($3.55 per share) as against $54,609,713 sales, $2,163,106 profit ($1.67) in 1949.

Capehart-Farnsworth was profitable operation in 1950, showed threefold sales increase over 1949, according to IT&T report, which does not separate subsidiary profits and losses. IT&T consolidated net income for year rose to $15,557,339, highest since 1929, comparing with $4,685,877 in 1949. Sales were $216,947,277 vs. $201,005,225.

Canadian Admiral Corp. reports first quarter 1951 sales were $1,836,426, net earnings $135,971 (47¢ a share) vs. $726,190 sales, $36,308 (13¢) earnings for same 1950 period.

WJR, The Goodwill Station Inc. reports first quarter sales were $891,441, profit $165,381 (32¢ per share) vs. $861,710 sales and $152,695 profit (30¢) for same 1950 period.

Trans-Lux Corp., operating 14 theatres and holding various other interests, blames TV in reporting drop in earnings to $50,857 in 1950 from $198,185 in 1949.

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New York distributors got together this week to set up standards against "misleading" and "wild" TV advertising, and to get New York newspapers to use these standards as guides in accepting retail TV sales copy. Plan is somewhat similar to move made by Washington distributors last week, which involved local Better Business Bureau acting as clearance agent for TV "sales" ads, with local newspapers pledged to refuse copy turned down by BBB (Vol. 7:14). Members of New York distributors committee to draw up standards: Gerald O. Kaye, Bruno-New York; Benjamin Gross, Gross Distributors; Martin L. Scher, Motorola-New York; William O'Brien, Crosley Distributing; George Hart, Zenith Radio.

Trade Personals: Joseph H. Gillies, Philco TV-Radio Div. operations v.p., adds duties of chief of newly established Govt. & Industrial Operating Div., Wm. J. Peltz reporting to him as mgr. of operations. Robert F. Herr, v.p., added to president's staff, will direct all govt. and industrial sales-contract negotiations, with James D. McLean reporting to him as gen. sales mgr. and John Booth as gen. mgr. of Tech Rep Div. . . . Ernest Marx, gen. mgr. of DuMont receiver sales div., named head of new govt. contract dept., with H. B. Graham handling govt. negotiations and bids, Zeke Soucek Washington mgr., B.V.K. French Dayton mgr. . . . Patrick J. Brady, chief industrial engineer of Sylvania TV-radio div., named mgr. of company's plant in Williamsport, Pa. . . . Edward K. Foster, gen. mgr. of Bendix Radio Div., elected v.p. and member of company's administrative committee; will continue at Baltimore post.

Telecasting Notes: At least one big AM independent—and there may be one or two others—claims to have exceeded record $4,000,000 gross time sales achieved in 1950 by NBC-TV's New York key WNBT, which we said last week (Vol. 7:13) was probably exceeded in AM only by WLW and the AM network keys . . . Zenith's president Eugene F. McDonald Jr. has presented to Indiana Technical College, Ft. Wayne, company's old custom-built experimental TV transmitter designed for Channel 2; city has been assigned 3 uhf channels (see TV Allocation Report), of which one is earmarked for education, but it's doubted Zenith vhf transmitter will be used for anything other than closed-circuit operation for teaching . . . Gloria Swanson and her daughter will be stars of new variety show to start Sept. 9 on ABC-TV, Sun. 1-2; no sponsors lined up yet . . . Ernest Hemingway has agreed to make his works (some 70 stories and novels) available for TV through MCA, appearing himself via film recordings, his N. Y. attorney Alfred Rice announced this week . . . WBKB, Chicago, April 1 raised base rate from $925 to $1100, one-minute announcements from $160 to $200 . . . Hal Roach's old *Our Gang* 2-reelers shortly to be released to TV as *Hal Roach's Rascals* thru Regal Television Pictures . . . CBS has granted cost-of-living wage increase of 10%, effective April 1, to all employes earning under $10,000 with exception of contract employes . . . NBC has leased Hollywood's 1100-seat El Capitan Theatre for 15 years, will use it to originate TV and radio shows . . . WNBF & WNBF-TV, Binghamton, N. Y., plans own new studio-office building to cost $300,000-$400,000, construction to start June 1.

Debate on separation of FCC and staff, between Chairman Coy and Comr. Jones, during April 9 hearing on McFarland Bill before House Interstate & Foreign Commerce Committee, found former insisting staff would be made "eunuchs" if it weren't permitted to make recommendations to Commission. Jones said: "I personally can do without recommendations from the staff. But I can use all the facts I can get." Coy maintained that divergent views of subordinate staff members were encouraged, not "smothered" by their superiors. Jones suggested that commissioners' personal staffs be enlarged at expense of overall staff, saying: "Commissioners come and go, but the staff stays on, tends to stagnate. When a new commissioner is appointed, I believe that Congress intends that his influence be felt." Jones also asserted that "expertese" of staff is overemphasized in rule-making procedures, that most questions are "fundamentally economic"—including color and clear channels. For example, said Jones, there are "good technical reasons" for moving all TV into uhf, but Commission didn't make move "because of tremendous investment involved. FCC doesn't want to tear up a man's investment." Coy said that Jones' logic would require every commissioner to be a lawyer, something Congress had never intended. Hearing resumes April 24.

Sponsorship of public hearings, such as those of Kefauver Crime Committee, is perfectly all right, in opinion of FCC Chairman Coy, as long as committee involved agrees. He gave opinion in response to question by Rep. McGuire (D-Conn.) during April 9 hearing on McFarland Bill before House Interstate & Foreign Commerce Committee. Coy also warmly advocated televising of any major public hearing.

Only application for new TV station this week was from Desert Television Co. for Channel 13 in Las Vegas, Nev. Applicant is composed of local businessmen, with interlocking ownership with KRAM, Las Vegas. This makes total of 397 applications. [For further details about applicant, principals, etc., see *TV Addenda 12-N*, herewith; for listings of all applications to date, see *TV Factbook No. 12*, with Addenda to date.]

ABC Chairman Edward J. Noble told stockholders meeting April 11 that network is "not for sale," though he has "listened" to several offers. Deal with IT&T (Vol. 7:13) is off, no other negotiations now under way—and Mr. Noble predicted ABC's time sales for TV alone will hit $18-20,000,000 this year, as compared with only $6,500,000 in 1950. "Profits are very satisfactory," he said. "We turned the corner in November 1950, and are now definitely over the hump, with no drag on radio earnings."

TV cameramen have newsreels fuming. Seems Rep. Wood (D-Ga.), chairman of House Un-American Activities Committee, forbade both newsreel and TV cameramen from covering current hearings into Hollywood Communists unless they could function "with no noise, no lights, no space." Newsreels couldn't meet those requirements, but NBC-TV and Telenews cameramen showed up at film actor Sterling Hayden's appearance April 10 with small, noiseless, hand-held, specially designed 16mm. sound film cameras, got full coverage for telecasts later that night. Special processing of film and transmission control overcame underexposure due to ban on floodlights.

Functional music FM operations employing supersonic note to cut out voice announcements are clearly illegal, according to FCC. This week, it wrote 4 stations with such operations (Vol. 7:5, 9), told them as much in a sort of "declaratory order" which gives them a chance to quit before Commission gets tough. FCC hasn't said any more about transitcasting or storecasting, but there's believed to be fair chance it will at least permit transit operations.

April 1 sets-in-use reported since NBC Research's "census" of March 1 (Vol. 7:12): Washington 253,760, up 9760; Fort Worth-Dallas 112,608, up 3608; Memphis 83,018, up 3718; Omaha 73,930, up 7430; Norfolk 65,377, up 5077; Greensboro 63,949, up 6449; Miami 60,000 up 5000; St. Louis 282,000, up 14,000; Kansas City 114,600, up 6600; Johnstown 82,200, up 7100; Utica 40,700, up 2200; Boston 720,000, up 19,000; Baltimore 303,812, up 18,812.

Live football telecasts of one major college game in each region each Saturday next fall under "test conditions"—that's proposal of National Collegiate Athletic Assn. TV committee, announced April 11, subject to almost certain approval by NCAA national committee next week. TV sponsors would determine which game would be televised, and NCAA's TV committee would be clearing house.

Parabolic microphone, 6 ft. in diameter, was used in TV studio for first time during NBC-TV's April 11 *Four Star Revue*. According to engineering v.p. O. B. Hanson, parabolic mike eliminates many drawbacks of overhead mike—threat of appearing in picture, hampered performers' movements, inadequate articulation. It's said to be good for distances up to 35 ft.

Strikebound KFI-TV is operating about 6 hours daily, mainly with film, while performer members of TV Authority remain out—with AFM musicians refusing to cross picket lines but AFRA performers meeting engagements at sister AM station KFI. TVA wants closed shop at KFI-TV under same terms as other local stations.

Copies of Allocation Report

We can still supply full text of FCC's proposed new *VHF-UHF Rules, Standards & Allocations*, printed for our subscribers and including detailed city-by-city allocations (with educational assignments), proposed orders, engineering data with charts, commissioners' separate statements, etc. Our 28-page print of FCC's 60-page mimeographed document is available at $2 per copy, or $1 each in quantities of 25 or more.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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RATE DISPUTE IMPELLING 'TV WAVE-RUSH': The great TV stampede will soon be on -- sparked by coming thaw of the long freeze (Vol. 7:12 et seq), flamed by CBS network radio rate cut (Vol. 7:15) and virtual certainty other AM networks will follow suit.

No one who was at NARTB convention this week could mistake surge to TV. It was all-pervading subject -- dominated Coy and Miller speeches, BAB, Research & FM sessions, equipment exhibits, corridor talk.

Attorneys and consulting engineers who flocked to Chicago to see clients left with instructions from most to "start work on our TV applications."

Even General Bradley's big news-making luncheon talk had to be cut short during question-answer period so he could "keep a date with television."

* * * *

AM rate-cutting and its effect on networking and future of radio were predominant topics. Mostly, the broadcasters were angry -- even some who own TV stations -- but generally there seemed to be resigned feeling that high-riding, lush day of radio had passed its zenith.

Even special session of affiliates of all 4 AM networks, which began as anti-network (particularly anti-CBS) indignation meeting, simmered down to sober endorsement of special committee to "study radio rate structure" headed by Paul W. Morency, WTIC, Hartford (NBC), which meets April 24 in New York with networks. [For members of committee, see p. 5.]

More than 750 at "protest meeting" asked networks not to effect any rate changes until committee has had time for study and recommendations -- albeit ABC president Kintner has already indicated his company's course by stating it intends to "meet the competition"; NBC president McConnell has made no bones about conviction AM rates must eventually yield to TV inroads on audience; and MBS president White has said he will wait to see what all the others do.

Bitterness would not have been so great, it was apparent, had CBS cuts been confined to TV markets only -- for all seemed to acknowledge TV's impact on radio listening, even those who don't like to admit it.

Trade press is replete with quotes by embittered broadcasters, Variety headlining "Radio's Fight for Survival," Broadcasting captioning strongly worded editorial with obvious pun "Rate Race," Radio Daily quoting scores of disaffected broadcasters' generally antagonistic comments (one used term "moral cowardice").

* * * *

What roiled most was that sudden move was timed when business is good -- billings at new high in some cases, including CBS's. Indeed, only this week the FCC AM-FM income report for 1950 (Public Notice 62934) revealed revenues of the more than 2100 stations reporting had reached surprising total of $447,700,000, up 7.8% from 1949's $415,200,000 -- the 4 networks and their O&M stations accounting for $109,700,000 of this total (up from $108,100,000 year before) while others' local, spot and other income rose to $338,000,000 (from $307,100,000 in 1949).

Govt. figures tended to refute argument AM is slipping -- but also showed

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TV's phenomenal growth to $105,800,000 in 1950 from $34,300,000 in 1949 (Vol. 7:13).

Few would acknowledge good economic reasons for CBS move at this time, though everybody accepts CBS story that Lever, Procter & Gamble, other major sponsors had given rate-cut ultimatums. CBS station relations v.p. Herb Akerberg spent some uncomfortable hours with affiliates at Chicago.

NARTB chairman Justin Miller took cognizance of sponsor rate demands in his speech: "Far more dangerous to radio than competition from TV," said he, "is rate-cutting boycott recently engineered by a combination of national advertisers. Although radio will be the immediate sufferer, it may be only a question of time until similar, monopolistic, conspiratorial coercion will be used to break down TV rates also." He thought anti-trust actions were possible.

What rubbed CBS affiliates mostly was fact all they got was bare telegram telling them of July 1 cuts -- no prior warning or discussion. They griped most bitterly that President Stanton had assured them at recent regional CBS meetings that there would be no cuts; that CBS had been in fore with surveys showing "radio as best buy"; that when NBC sought to cut rates in TV markets only last December (Vol. 6:51, 7:1), they had urged their local NBC brethren to buck such move -- at behest of CBS executives, they said; and that some had stayed out of TV when channels were plentiful -- on advice of CBS.

* * * *

During all-affiliates meeting, one heard such expressions as "survival of radio," "beginning of the end," "dog eat dog," and Chairman Morency asked if high price of talent (referring to CBS raids) wasn't real cause. At BAB meeting, chairman Edgar Kobak, ex-MBS president, remarked:

"Broadcasters are to blame for fact they failed to raise rates in recent years. Rate structure, not rates, is out of date. Buyers think rates should be lower, and sellers have been making deals which indicate they think rates are too high, that they are losing confidence in their product."

Kobak urged complete separation of TV and radio, if under same ownership. "These powerful media are in competition," he said. He quoted letter from ex-CBS executive v.p. Paul Kesten, member of BAB board:

"Let TV fend for itself. While BAB's slugging need not be aimed primarily at TV, it must be considered a fair target. All double-jointed radio-and-TV interests supporting BAB ought to agree to this in advance." Kesten suggested survey "to pit radio and TV against each other in parallel markets and measure the payoff."

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From Judge Miller's speech, some could take heart when he denied TV can "completely destroy and supplant aural radio." He said: "The walls have not yet crumbled on radio because of the impact of TV -- and never will."

On other hand, there was news -- discounted by some because of its TV interest -- that Detroit News' pioneer WWJ had cut Class A night hourly rate from $800 to $640 an hour, retroactive to April 1. Manager Harry Bannister explained WWJ had raised its rates in recent years, now faced TV cut into audience, felt it must "play square" with advertisers. He said radio would have to find its own level, but for next few years faces rugged going.

Bannister's attitude exemplifies position of big broadcaster who also is big telecaster, recalls 1949 warning by Crosley's James Shouse (Vol. 5:42) and action of WFIL's Roger Clipp in readjusting that Philadelphia station's rates just prior to last year's NAB convention (Vol. 6:16).

TAKE WRAPS OFF TV—NARTB KEYNOTE: Exasperation over long freeze and educational channel reservations (see TV Allocation Report) was obvious among NARTB conventioneers. But also worth noting was this growing attitude: "What the hell -- let's quit fussing around, let's get going, let's build some stations."

Greater optimism about uhf, stemming from excellent technical progress (see page 4 and Vol. 7:15), also contributed to "let's get going" feeling.

Additional pressure was supplied by WHEC's able chief engineer Bernard C. O'Brien, who almost sold FCC on 150-mile vhf co-channel separation and who contrib-

uted greatly to getting FCC 220-mile proposal of 1949 down to 180 miles (Vol. 7:5).

"It is my opinion," he told engineers, "that these 12 vhf channels will eventually accommodate many more stations than are now proposed to be allocated... The range of all existing vhf stations will be in the neighborhood of 50 miles. Doubling the number of vhf assignments will reduce the figure to about 35 miles; 4 times as many...could be accommodated with a probable range of 25 miles or so.

"Most of us who are now operating an AM station on a regional or local frequency would be very happy if we could cover a 25-mile range at night.

"I believe that the first 4 priorities [of the FCC] will be more completely served by a larger number of smaller range stations than by the relatively small number of 50-mile range stations currently proposed."

Also precipitating haste, of course, are the TV-prompted AM rate cuts, which would extend into non-TV areas (see page 1).

Not that applicants won't strive mightily to get more commercial vhf channels into their cities, during hearings beginning June 11 (Vol. 7:15). In fact, FCC Chairman Coy's speech appeared to indicate more than ordinary Commission receptiveness to such efforts.

DuMont will undoubtedly make most comprehensive pitch, improving its plan for 4-network system since FCC has proposed closer vhf channel spacing. To gain support for DuMont's position, v.p. Thomas Goldsmith said his plan will give 4 or more vhf channels to 31 of top 50 cities, compared with 7 in FCC plan. Further, he pointed out, his plan would require channel shifts of only 19 existing stations, compared with 31 proposed by FCC.

Senator Johnson sounds almost like a vhf applicant when discussing allocation plan. He tells us:

"I'm disappointed in the vhf allocation to Colorado, particularly to Denver. Previously, Denver was scheduled to get 5 commercial vhf channels; now it's getting only 3. That's not enough for a city of 500,000. Other states, like Wyoming, seem to have gotten better treatment. I don't think much of this mixing of vhf and uhf, either. The Commission knows what I think; I've told them."

Asked what he thought of moving vhf channels from other Colorado cities to Denver, he said: "I'm not commenting about that."

* * * *

Uhf got lift from several sources. Said Coy in convention speech:

"I feel quite sure that uhf stations in the future will be able to cover almost any metropolitan area and a very large part of the rural areas...To me the strong probability of early assignments in the uhf look a bit more attractive than prolonged and costly litigation [for] the few vhf channels available...I believe that by time uhf transmitters can be put on the air, there will be substantial flow of receivers equipped to receive both uhf and vhf signals ready to go on market."

Ex-Comr. E. K. Jett, now of WMAR-TV, Baltimore, expressed great hopes for uhf future. NBC's Ray Guy emphasized that his apparent bearishness on uhf during hearing (Vol. 6:46) stemmed solely from Bridgeport experience with low power and height, hilly terrain. RCA lab chief C. B. Jolliffe, in talk at Princeton U, said company's experience "has shown that a major expansion is practical and possible in the uhf." And GE this week announced it has uhf converter (see page 6).

* * * *

Educators are about to announce permanent establishment of Joint Committee on Educational Television, with WOI-TV's Richard Hull as administrator and headquarters in Washington. Ford Foundation has granted JCET $90,000, and other foundations may come across soon with similar grants.

Sen. Johnson wouldn't comment on educational reservation, said he had sent Benton Resolution for 90-day allocations freeze, pending Senate study (Vol. 7:15) to McFarland subcommittee "where it will get careful consideration."

Pittsburgh's Mayor David Lawrence, president of U.S. Conference of Mayors, has been urging all mayors to spur educational TV activity in their cities. In Milwaukee, Mayor Frank P. Zeidler announced that he was doing just that.

TRANSMITTER MAKERS OUTDO THEMSELVES: Transmitter outlook appears remarkably good.

Be it vhf or uhf, high power or low, chances are equipment won't lag far behind demand when it's really needed. Prospects are subject to the usual "if" -- if war's impact on economy doesn't get worse.

Demand, as expressed by "dotted line" contingent contracts, has strong bearing on future equipment availability. And seriousness of applicants at this week's NARTB convention (see page 1) gave manufacturers something tangible upon which to base production plans.

Uhf developments are most striking. Within space of a week, GE upped power of its klystron-powered transmitter from 5 to 10 kw (Vol. 7:12,15). Thus, with 20-gain helical antenna, GE is prepared to deliver equipment capable of emitting maximum permissible power -- 200 kw -- by third quarter of next year.

All this, plus monitor, will cost $158,000, say GE salesmen, comparing it with $200,000-plus for same vhf power. Makers of klystron, Varian Associates, say they can build about 50 tubes this year. GE says station should have 4 on hand -- 2 for transmitter, 2 spares -- meaning tubes for dozen stations by year's end. So klystrons shouldn't be bottleneck.

Critics of GE's transmitter point out that klystron alone will cost some $10,000. GE answers that tube is good for 10-40,000 hours, compared with average vhf tube's 7000 or so; that burned-out klystron, which includes tuned circuits, may be "retreaded" at factory for 15% of original cost; that GE may offer life guarantee assuring hourly cost no greater than with standard tubes.

RCA says it will have 1-kw uhf transmitter, selling for about $65,000, ready second half of this year. Outputs of 5-10 kw, employing new tetrode tube, will be available when needed, company says.

DuMont expects to offer 1-kw unit within about 6 months. It's expected to sell for some 20% above vhf unit of same power. DuMont will also have, for first time, its own uhf antenna -- 20-gain slotted radiator.

* * * *

Prospects for high-powered vhf seem excellent. RCA is now in production of 20-kw amplifier to sell for around $85,000. With 5-gain antenna, this gives FCC-permitted maximum of 100 kw on Channels 2-6; with 10-gain, maximum of 200 kw is delivered on Channels 7-13. Scheduled for second half of 1952 is 10-kw transmitter to sell for $80-$85,000.

GE plans to have 35-kw unit for Channels 2-6, 20-kw for Channels 7-13, by second half of this year. Equipment is intended either for basic transmitter or as amplifier for existing 5-kw transmitter. Expected price is $70,000.

DuMont promises 40-kw transmitter in 18-24 months, with price of $115,000.

At opposite end of scale -- low powers permitted in FCC's plan -- RCA has in production 2-kw transmitter to sell for $45-$50,000. Presumably, GE and DuMont also will be able to offer low-powered units of any desired size.

Not least important factor in all these promises is price -- generally well under what might be expected, considering pre-freeze price levels.

No other manufacturers showed transmitting equipment at convention. If they have anything in the works, they're keeping it quiet. Companies showing activity or interest in the field in past are Federal, Raytheon, Westinghouse and Claude Neon's Standard Electronics Corp. (Vol. 6:5,15).

* * * *

NPA hasn't yet formulated policy on materials for transmitters, but it's "studying" question and appears to be sympathetic, since no great tonnages of scarce materials are needed. It's expected transmitters will be covered by NPA's upcoming Controlled Materials Plan (Vol. 7:15).

Towers may be something else, since steel involved is considerable, compared with transmitter needs. Possibility is that NPA may insist that stations explore usefulness of their AM or FM towers (if any) before coming to NPA for help. Of course, any station with AM or FM tower good for TV wouldn't want to spend money on new tower anyway.

NARTB Chicago Convention Notes

NARTB-TV $35,000 general managership won't be filled until June 2 meeting of nominating committee (Vol. 7:13) in Williamsburg, Va., 2 days before full NARTB board meets in Washington. Meanwhile, counsel Thad Brown is acting. Several committeemen want FCC chairman Wayne Coy for job, but he can't give answer yet as to availability—presumably still undecided whether to seek reappointment when term expires June 30. There's some doubt about Coy, due partly to his stand on color, educational reservations, NARBA, "anti-trust" report, McFarland Bill. There's some fear, too, that educational channel promoter Comr. Hennock would get chairmanship if Coy should quit FCC—and she's persona non grata to most telecasters. There's also some insistence that an organization must be set up first; as of April 19, just 58 of the 107 stations had signed, will pay monthly dues starting May 1 of one-time 5-min. or half 15-min. rate, whichever is lower. AM stations and TV applicants may join at $25 monthly.

Affiliates committee formed at NARTB convention to meet with networks, discuss rate cuts, consider whole radio rate structure, meets April 24-25 at BAB headquarters, New York. Headed by Paul W. Morency, WTIC, Hartford, it includes: Kenyon Brown, KWFT, Wichita; Walter Damm, WTMJ, Milwaukee; R. M. Fairbanks, WIBC, Indianapolis; Leonard Kapner, WCAE, Pittsburgh; Edgar Kobak, WTWA, Thomson, Ga.; Clair McCollough, WGAL, Lancaster & WDEL, Wilmington; John Patt, WJR, Detroit; Robert Swezey, WDSU, New Orleans; George Storer, Fort Industry; Ben Strouse, WWDC, Washington; G. Richard Shafto, WIS, Columbia, S. C.; Hugh Terry, KLZ, Denver.

Defense Mobilizer Wilson told broadcasters they would not get priorities for building new TV stations, but must "compete with other essential industries" for materials. He spoke on DuMont closed circuit from Washington at TV luncheon April 19, viewed by more than 500 on 16 DuMont 19-in. sets. His main plea was "hold the line" on inflation, but in answer to question regarding TV set production, he replied that there would be periodic cutbacks during next several years of mobilization program but that there should be "substantial" overall output.

Appeal from FCC's FM functional music crackdown (Vol. 7:15), with NARTB backing, was assured when association passed resolution to back up any fight challenging legality of ruling. Manufacturers remain principal stumbling-block to FM, according to Everett L. Dillard (WASH, Washington), who told convention: "Frankly, we of the FM broadcasting industry are tired and disgusted with stepchild treatment from the manufacturers . . . "

NARTB had 1446 members as of March 1, of which 43 were TV, 70 associates. It took in $847,052 from Jan. 1, 1950 to Feb. 28, 1951 (of which $792,929 was in dues) and spent $871,044—or $23,992 more than income. Heaviest expenses were salaries, $459,793; general and office expenses, $209,583; travel, $105,529.

Full line of studio equipment was shown at NARTB convention this week, for first time, by General Precision Laboratory. Included were studio and field camera chain at $12,250 (less image orthicon), and synchronizing generator and video switcher ($7500) to be used with new $3200 16mm GPL projector.

NARTB convention in 1952 will be held April 26-May 2 at Waldorf-Astoria in New York. Next board meeting is June 4 in Washington, at which time newly chosen president Harold Fellows (Vol. 7:14) takes office.

Program standards for TV—"before somebody does it for us"—is object of 5-man TV committee set up by NARTB at April 19 Chicago meeting. Committee will call conference of telecasters in May or June to appraise "plunging neckline" and excessive commercialism. Plan is to meet before FCC conference (Vol. 7:3-5) takes place. Committee: Robert Swezey, WDSU-TV, chairman; Clair McCollough, WGAL-TV & WDEL-TV; George Storer, Fort Industry; F. M. Russell, NBC; Chris Witting, DuMont.

All Fort Industry stations are in the black, v.p. Lee B. Wailes told telecasters at operating cost session April 19. He said one station (unnamed) had 400% increase in business first 4 months this year compared with same period last year, only 46% increase in costs. He gave following breakdown of expenses in Fort Industry TV stations (WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta): Programming, 40%; engineering, 30%; sales, 15% (ranging from 8 to 18%); administration & general, 15%.

Station Accounts: Adjacencies and spots for Dodgers games on WOR-TV, sponsored by Schaeffer Brewing Co., add up to imposing array of sponsors: *Talk to the Stars* following each game, 15-min. for Mennen Co. and Tidewater Oil; *Happy Felton's Knothole Gang*, Curtis Candy Co.; time signals, Elgin Watch Co.; 20-sec. spots, Life Magazine, Kreml, Bromo-Seltzer, Kools, Spuds, John T. Stanley Co. (shaving cream) . . . New beauty-health show on WJZ-TV, Mon. 2:15-2:30, is *Claire Mann Glamour Show*, sponsored by J. Ossola Co. (Buitoni starch-reduced spaghetti, Torini olive oil & olive mix), thru Carlo Vinti, N. Y. . . . Prize Beer sponsoring Texas travelog films on WOAI-TV, San Antonio, to be made available to other stations . . . City Furniture Co., Chicago, sponsoring *Here Comes the Bride*, actual wedding ceremonies, in its Englewood store, Mon. 9-9:30 p.m. on WGN-TV . . . Add baseball sponsorships: Baltimore Orioles on WMAR-TV, 2 games weekly, first half of each by Gunther Beer, second half by Atlantic Refining . . . Among other advertisers currently reported using or preparing to use TV: Cyma Watch Co., thru Irving Berk Co., N. Y.; Waverley Fabrics, thru Anderson, Davis & Platte, N. Y.; Sick's Seattle Brewing & Malting Co. (Rainier beer), thru Western Agency Inc., Seattle; Olympic Distributors (Nids chlorophyll tablets), thru Vic Knight Adv., Los Angeles; John T. Stanley Co. Inc. (Stanley's Castile shave cream), thru Posner-Zabin Adv., N. Y.; Pure Frozen Lemon Juice Corp. of America (Nilcar), thru Newby & Peron, Chicago; Hawaii Visitors Bureau, thru Holst & Cummings, Honolulu; United Frozen Foods Corp. (Simple Simon pies), thru Davis & Co., Los Angeles; American Chemiatric Corp. (Refresher gum breath deodorant); H. Fox & Co. Inc. (U-Bet syrups), thru Paul Smallen Adv., N. Y. (WABD); Mt. Rainier Bulb Co. (mail order gladiola bulbs), thru National Radio Adv., Seattle (WABD).

Network Accounts: Standard Brands (Chase & Sanborn instant coffee, Tender Leaf tea) will sponsor Mon.-Wed.-Fri. 1:45-2 segments of *Garry Moore Show* on CBS-TV, thru Compton Adv.; Junket Brand Foods will take Thu. 1:30-1:45 portion, thru McCann-Erickson. Starting dates not set . . . Colgate-Palmolive-Peet May 7 starts *Strike It Rich* on CBS-TV, taking Mon.-Wed.-Fri. 11:30 a.m.-noon editions of across-the-board series, thru Wm. Esty Co.; *Steve Allen Show* will move to Mon.-Fri. noon-1 . . . Gillette May 5 will sponsor *Kentucky Derby* film on CBS-TV, Sat. 9:45-10, thru Maxon Inc., N. Y. . . . Arthur Godfrey's morning AM show on CBS, Mon.-Fri. 10-11:30 reported likely simulcast next fall with present sponsors Toni, Reid Murdoch Div., Lever Bros., Pillsbury, National Biscuit Co. & Chesterfield expected to back TV edition also.

Financial & Trade Notes: Motorola reports first quarter operations were "maintained at a relatively high level," sales exceeding $46,000,000 compared with $35,800,000 for same 1950 period. Earnings before taxes, president Paul V. Galvin reported to stockholders April 16, likewise attained new peak for quarter, but final figures aren't ready yet. Mr. Galvin stated home and auto radio sales should maintain satisfactory volume second quarter but that TV volume "tends to reduce in the second quarter . . . downward trend usually continues until the third quarter." Communications business, including microwave, has been stimulated by civilian defense requirements. Notice of stockholders meeting to be held May 7 discloses that, of 897,605 shares outstanding, Mr. Galvin owned 52,769 as of last Feb. 21; Robert Galvin, executive v.p., 64,258; Elmer H. Wavering, v.p., 10,450; George R. McDonald, v.p., 5170; Walter H. Stellner, v.p., 4400; Dannel E. Noble, v.p., 2933; Frank J. O'Brien, v.p., 2907; Matthew J. Hickey, director, 2444. In addition, the Galvins held beneficial interest in 108,906 shares held in trust for estate of Lillian A. Galvin, deceased. President Galvin's 1950 salary was given as $75,000, that of each of the 6 vice presidents approximately $50,000.

Magnavox reports $13,609,000 sales, $640,000 net profit (88¢ per share on 709,374 common shares) for first quarter 1951, compared to $8,901,000 sales, $625,000 profit (89¢ on 676,289 shares) in same 1950 quarter. For 9 months to March 31, sales were $39,398,000, net profit $2,454,000 ($3.40) vs. $22,678,000 sales and $1,400,000 profit ($2.04) for comparable preceding period. Defense contracts on books exceed $20,000,000. Magnavox will redeem 4000 shares of Class A preferred stock next June 1 at $15.75 plus accrued dividends—those called for redemption being selected by lot by Ft. Wayne National Bank. Right to convert into common shares holds until 5 days prior to redemption date. Up to April 12, total of 49,575 Class A shares had been voluntarily converted, leaving 50,425 outstanding.

Stromberg-Carlson will report net income of $243,113 (63¢ per share) on sales of $8,163,951 for first 1951 quarter vs. $63,480 (10¢) on sales of $6,707,796 same 1950 quarter. At stockholders meeting April 25, management will fight effort of Bernard Fein, ex-Ansley, to "try for control" with proxies opposing authorization of 500,000 additional shares of common stock, contending his "Independent Stockholders Committee" aggregates only 560 shares of common stockholdings.

Olympic Radio stockholders meeting has been called for April 23 at company plant, proxy notice disclosing president Adolphe A. Juviler owner of 82,400 common shares (24%) of the 338,263 outstanding, drawing $44,550 salary in 1950; Percy Schoenen, executive v.p., 22,660 shares (6.7%), salary $30,550; Morris Sobin, v.p., 800 shares, salary $28,300. Company's record 1950 sales-earnings were reported last week (Vol. 7:14).

Muter Co. first quarter sales, including subsidiary Jensen and Rola companies, were $4,565,000, net profit $293,033, or 45¢ per share on 651,200 common shares outstanding. This compares with sales of $2,819,000, profit of $219,137 (34¢ on 296,000 shares) for same 1950 quarter.

Aerovox first quarter sales were up 20% over $4,700,000 of first quarter 1950, reports April 17 *Wall Street Journal*, with earnings off "slightly" due to higher taxes and defense orders "picking up fast."

CBS consolidated gross income was $39,323,391, net profit $1,276,054 (74¢ a common share) after $2,225,000 taxes for quarter ended March 31 vs. $30,809,064 sales and $1,304,050 earnings (76¢) after $1,651,700 taxes for same 1950 period.

Trade Personals: Charles H. Atkin, supervisor of industrial relations, Westinghouse plant at Fairmont, W. Va., appointed to same post in company's new Electronic Tube Div., temporarily headquartered at Bloomfield, N. J. . . . **Louis C. Kunz** appointed production mgr. for CR tubes in GE Tube Div., Schenectady . . . . **J. J. Farrell**, engineer in charge of commercial products, appointed asst. mgr. of engineering, GE Commercial Equipment Div., Syracuse; **L. H. Junken**, design engineer, named division engineer of engineering service . . . **E. R. Glauber**, ex-Eastern regional mgr., named gen. mgr. of Admiral-owned distributing branches under v.p. Clarence S. Tay . . . **Edward A. Pecara**, ex-Zenith, appointed sales promotion mgr., Motorola . . . **H. L. Hoffman**, Hoffman Radio has been presented Helms Athletic Foundation Award for "noteworthy contribution to sports" in connection with sponsorship of football telecasts . . . **Bonnel W. Clark**, retired Westinghouse sales v.p., named director, NPA Electrical Equipment Div.

Marvin J. Kelly, executive v.p., elected president of Bell Laboratories April 20, suceeding Dr. Oliver E. Buckley, appointed by President Truman as chairman of new science advisory committee of ODM.

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GE announced uhf converter (called "translator"), will show it at July Music Merchants' convention in Chicago. Like Crosley's (Vol. 7:15), it's continuous tuning, covering whole uhf band, easily attachable to present vhf sets. In memo to distributors, GE asserts converter is best means of achieving uhf with present sets, that combination vhf-uhf sets aren't now being offered because customer would be "forced to pay premium" for facilities which may not be used for long time. Price and performance weren't disclosed, but GE says that it will be "competitive," probably meaning $50 or so, and that unit worked satisfactorily during several months' tests at Bridgeport.

Stackpole Carbon Co., St. Marys, Pa., has developed ferrite type transformer cores for TV-radio uses which contain neither nickel nor any other material currently on critical list. Known as Stackpole "Ceramag No. 8," this material, like Henry L. Crowley Co.'s "Croloy C-4" (Vol. 7:15), is said to be interchangeable with nickel-containing ferrite cores. Stackpole's Electronic Components Div. says new material has been turned out in production lots and is now ready for commercial production. Sprague Electric Co. last April joined with Philips Industries Inc. to form Ferroxcube Corp. of America (Vol. 6:29) which is now commercially producing ferrite core material developed by Philips Research Labs in Holland and said to have superior characteristics to old-type ferrite and containing no nickel, cobalt or other critical alloying material—also interchangeable with old-type cores.

Color TV seemed to be furthest from NARTB conventioneers minds. Only FCC Chairman Coy seemed worked up about it, saying: "To me it is the most exciting and most effective communications medium ever devised . . . It can become the most profitable medium." He reiterated conviction that Supreme Court would uphold FCC decision, took crack at those who termed color issue "academic" because of impending materials shortages by citing first-quarter 1951 production of 2,200,000 sets. "It is my view," he said, "that so long as TV sets can be made, color in TV need not be denied the American people."

Paramount's interest in Lawrence tri-color tube (Vol. 6:18-36), through Chromatic Television Laboratories, amounts to 50%, president Barney Balaban reveals in annual report. "I can now report," he states, "that Chromatic has produced practical color TV tubes. These tubes also appear to have considerable value for military purposes." Paramount has yet to show off tube.

Television Digest WITH AM-FM REPORTS
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Trade Report
April 21, 1951

OUTPUT RECEDES, CONTROLS BEING FELT: There can be little doubt, now, about shortages -- once present stocks are cleared. The industry was told some cold, hard facts at Tuesday meeting with defense production officials (see p. 10). Nickel and tungsten curtailments mean fewer tubes, and tubes can determine rate of output.

Next quarter, nearly all controls will be tighter, shortages worse -- as natural by-product of gradually accelerating military production, as well as CMP (Vol. 7:15), which will set aside materials for practically all hard goods except consumer durables. It's not known how much will be left for consumer items such as TV-radio, but we've heard dire warnings -- for instance, that of the copper producers, who April 19 told NPA there may be no copper left after CMP allocations.

TV production was down considerably first 2 weeks of this quarter. Trade slowdown is undoubtedly responsible, but even if TV sales were brisk we'd see some slackening of production rate all through this quarter, because manufacturers now must restrict their output to conform with quarterly and monthly quotas set by NPA steel order (Vol. 7:10-11,14).

First week of second quarter (ended April 6) saw TV output drop to 140,964 (5393 private brand) from preceding week's 157,771, while factory inventories rose to 324,859 from 269,448 at end of March (Vol. 7:14).

Second week (ended April 13) TV output fell still further -- to 133,576 units (3864 private brands) and factory inventories rose to 386,307.

Radios held up better, first April week's output totaling 332,463 units, leaving only 133,338 in factory inventories; second week 351,652 output and 156,445 in inventory. Radio breakdown for April 6 week: home radios 179,296, auto 121,959, portable 31,208. For April 13 week: home 158,206, auto 155,374, portable 38,072.

SLIGHT SALES PICKUPS, OUTPUT DOWN: Baseball and the MacArthur homecoming helped sell some more TV sets this week -- but the general outlook remained cloudy as piled-up stocks moved too slowly to offset even reduced production rate (see figures above).

Pickups in business were noted in some major markets, notably along West Coast, with low-end receivers selling quite well. And there were strong forces at work seeking to persuade Federal Reserve Board to relax Regulation W and pressure FCC to greater haste toward ending new-station freeze.

Adding his voice to industry's, mindful of big cuts in factory payrolls throughout electronics field, IUE president James Carey urged FRB to allow TV trade-ins under some sort of blue-book plan (Vol. 7:13), speaking before Pennsylvania CIO convention last week. His union was also active in Washington (see p. 8).

AFL's IBEW reports it is asking FRB to return Regulation W to last year's level (15% down, balance 18 months in lieu of 25% and 15 months), and will urge FCC "to grant TV station licenses in some of the uncontested localities."

FRB hasn't yet taken up industry proposal to permit blue-book values on trade-ins applicable to down payment, but outlook wasn't regarded with too great hope within industry circles because of complex price history of TV's multifarious models. Proposal hasn't been turned down, at least.

There's cold comfort, at moment, in fact that (a) most consumer durables, notably autos, are suffering same sudden recession of buying as TV, their industry leaders also fearful of continued depression; (b) nearly all the business services and commentators seem to be of one accord in predicting upturn after swollen inventories -- soft goods as well as hard -- are disposed of.

The pundits argue that people have jobs, there's plenty of money in circulation, inventory glut is temporary. Said United States News, for example, speaking of business generally:

"Business firms, bothered over heavy stocks, probably will be glad they have

them as the year wears on. Inventory dumping appears to be inadvisable. Trade prospect for the year as a whole points to a record business volume...What's going to happen is that consumer demand will revive in the months ahead. But production of civilian hard goods won't pick up. It will decline. So wholesalers and retailers can expect to find buyers for the goods on hand."

Federal Reserve Board, making public a survey made for it by U of Michigan Research Center, noted no decline in consumer plans to buy TVs, radios, furniture, refrigerators and other appliances -- not even during first half of this year. Outlook was less optimistic for auto purchasing, said statement, which noted:

"To the extent that consumers may have been unduly doubtful concerning the availability of goods and their own financial prospects at the beginning of the year, it is possible that purchases later in the year may be larger than is indicated by buying plans." Surprisingly, survey showed only 3-4% of consumers indicated their buying plans were being affected by Regulation W.

HOW LABOR WOULD MEET LAYOFF PROBLEM: Powerful IUE-CIO's president James Carey and delegates from hard-hit locals (who claim 100,000 in TV-radio industry) have been visiting govt. agencies with rather startling proposal for "industry-labor-govt." program to attack unemployment and reconversion bottlenecks in the industry.

Union says more than 20,000 workers have been laid off thus far, blames "breakdown in mobilization agencies' electronics program, govt. credit regulations and refusal of companies to share any sacrifices required in transition period."

To share these sacrifices, Carey wants TV-radio companies to "pay a special unemployment benefit to those laid off -- this money to come from 1950 profits." He estimates "fund of $12,500,000, or less than 10% of the industry's 1950 profits after taxes, would pay 20,000 workers $40 a week for 15 weeks."

Delegation took this proposal to NPA chief Manly Fleischmann, Munitions Board vice chairman Harry K. Clark and Federal Reserve Board member R. M. Evans.

Rest of union's "reconversion program" is less controversial, much of it coinciding with long-time pleas of TV-radio industry. IUE urges:

(1) Immediate placing of initial military production orders and allocation of materials "to keep the labor force fully intact until military electronics program is fully underway." (2) Relaxation of govt. credit controls. (3) Reconversion of TV-radio plants immediately to handle military production. (4) "Intensive training in military electronics field" for TV-radio industry's labor force.

In speech to Pennsylvania CIO convention last week, Carey demanded that Federal Reserve Board "review this discriminatory Regulation W and at the very least permit people who want to trade in old TV and radio sets to have the same rights as those who trade in autos -- to apply the trade-ins against the down payment."

CAUSES & EFFECTS OF TV-RADIO SLUMP: Why the present confused situation in TV-radio? Answer is simply: uncertainties resulting from rearmament program and inescapable controls which accompany any mobilization effort.

Diagnostician is RTMA chairman Robert C. Sprague, speaking April 20 before Chicago meeting of Armed Forces Communications Assn. His words bear repeating:

"No doubt many persons outside the industry may question [my diagnosis] in the light of the high production of radio and TV receivers during the first quarter of this year. Frankly, it has surprised many of us in the industry. [But] an explanation is not hard to find.

"With the outbreak of the Korean war, manufacturers began preparing themselves for widely-predicted shortages to come. They knew that military contracts would not be immediately forthcoming to fill the gap caused by these shortages. They bought all the components they could find and afford, and even with the high production of last fall and winter were able to put some of these components into inventory. Parts and tube manufacturers also increased production in response to heavy orders from set producers, and in anticipation of material shortages. These actions were perfectly natural and to be expected of alert business men.

"In addition, both set and parts manufacturers speeded up their efforts to

reduce the use of critical materials. They found that through redesign of equipment and components they could conserve hard-to-get materials and substitute less critical materials without in any way impairing efficiency or performance. Our industry has a reputation for ingenuity. When the stimulus of necessity is added to the incentive of cost saving, that ingenuity can achieve spectacular results.

"The post-Christmas season is normally a slack one. This year, however, the circumstances cited induced everyone to produce beyond the immediate market needs in anticipation of increased shortages. Meanwhile, production costs have risen, credit restrictions have been tightened, and the 10% excise tax on TV sets was beginning to be felt. Consequently, the accumulation of heavy inventories...

"In our industry, the feast-or-famine pattern seems to be traditional. There is seldom a period that might be called normal -- that is, when supply and demand are in perfect balance. Last fall TV sets were short and on allocation to dealers; during the first quarter of this year there was an over-supply, and by mid-year or early fall they will probably be in short supply again."

Topics & Trends of TV Trade: Western Union's venture into TV servicing field, in cooperation with DuMont, is frankly starting out May 1 as trial run of what may turn into nation-wide service for any make of receiver. At outset, newly formed subsidiary Western Union Services Inc. will simply install and service DuMont receivers in Essex, Passaic and Union counties, in New Jersey, getting usual $65-$85 installation-plus-annual service fee or else a "per call" fee. and paying dealers 10% on service contracts they sell.

Expansion of idea, which grew out of conversations between Dr. DuMont and Walter P. Marshall, WU president, depends on how public takes to it; also on availability of manpower. WU's first maintenance center is located at 1 Evergreen Place, E. Orange, N. J.

President of subsidiary is WU v.p. Thomas F. McMains, with WU plant-engineering v.p. S. M. Barr vice president and director. Mr. McMains foresees "millions of new TV homes" and growing need for "efficient and reliable receiver servicing" as TV expands westward, and stated the 100-year-old telegraph company is in good position to provide such servicing by reason of its experience with wide range of ultra-modern electronic devices.

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In effort to liquidate inventory, Admiral is putting big promotion breaking April 22, behind unusual premium deal whereby dealers can give away, with each purchase of an Admiral console, one of its 3-speed phono-radio table units listing at $90. Sales v.p. Wallace C. Johnson, in letter to 25,000 dealers, outlined plan whereby with each Model 27K15, 27K16 or 27K17, retailing in $350 range (Vol. 7:1), distributor will sell him the $90 radio-phono for $14.95, or about one-fourth the wholesale price. For every higher-priced TV console the dealer orders, beginning with Model 27K25, which retails at $369.95, dealer gets the radio-phono unit free.

Retailers may also buy one radio-phono unit at $29.95 each for every Admiral console in inventory purchased on or before March 3. Deals will be made "only as long as it takes to clear out existing TV stock now held by Admiral distributors." They don't apply to Admiral's plastic console Model 27K12, recently reduced from $280 to $250 (Vol. 7:11).

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Exemption from excise tax of TV-radio and other communications equipment sold to U. S. or "any allied govt." is object of H.R. 3603, introduced April 9 by Rep. Kean (R-N. J.), referred to House Ways & Means Committee. Exemption would apply also to parts used in equipment made for Govt.

Trade Miscellany: Admiral this week celebrated jubilee, with production of its 2,000,000th TV receiver . . . Muntz states it's now making 12,500 sets a month, reports its 50 retail outlets have doubled sales since 17-in. leatherette table model recently was cut to $149.95 . . . Sylvania receiver plant in Buffalo has cut TV output about 25%, cut force from 3200 to about 2600 . . . Trad Television Corp., producing mainly private label sets, announces 17-in. consolette at $219.95, 20-in. at $279.95 . . . RMA of Canada delegates, at last week's joint meeting with RTMA, predicted 55,000 TVs will be sold in that country this year, as against about 35,000 last year (Vol. 7:15) . . . DuMont has appointed Companhia Auto-Lux Importadora as distributor for Rio de Janiero & Sao Paulo, Brazil, as result of receiver sales mgr. Ernest Marx's recent visits there . . . Philco, hedging for its distributors against curtailed TV-radio demand, has added to its accessory line a 7-piece stainless steel kitchen tool retailing at $12.95; it includes potato creamer, masher, dipper, ladle, utility spoon, spatula, fork, is made by Ace Products Co., Chalfont, Pa. . . . GE reports new TV warranty policy guarantees replacement tubes 6 months from date of purchase, superseding old deal guaranteeing them 6 months from shipment from factory . . . Stromberg-Carlson this week laid off 200 workers due to TV curtailments . . . GE shipping 1500 chassis, 400 complete TV sets to Brazil, making 4700 for which it has received import licenses thus far.

Plant Expansions: Westinghouse's new Electronic Tube Div. (Vol. 6:51) will occupy 3 plants, first to be $4,000,000 one-story structure covering 3 acres near Bath, N. Y., employing 2000 on military production; second plant is now being built at Horseheads, N. Y., near Elmira (Vol. 7:10); site for third hasn't yet been chosen. . . . Westinghouse, for new Air-Arm Div. under v.p. Walter Evans, who also heads Electronics & X-Ray Div., has purchased 75 acres adjoining Baltimore Friendship Airport for new 400,000 sq. ft. plant to be completed by autumn and to employ 2500-3000 by end of 1952.

RCA has added new TV console (Model 7T125) to its 1951 line, making total 15 models (Vol. 6:51). It's 17-in. Provincial in mahogany, walnut or maple, with 2 full doors, lists at $425, delivery in mid-May. Other Provincial in line is 9T128, a 19-in. 4-door console at $495.

Hoffman Radio's expanded line of TVs, announced this week, includes 14-in. mahogany table (Model 639) $199.95, oak $209.95; 17-in. mahogany table (637) at $309.95, oak $319.95. These have been tested on Pacific Coast, will now be released for Eastern distribution.

RTMA annual meeting has been scheduled for June 8-9 in Stevens Hotel, Chicago.

Television Digest WITH AM-FM REPORTS
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Mobilization Report
April 21, 1951

NICKEL PINCH, FEWER TUBES INEVITABLE: NPA laid facts on the line this week -- told electronics executives there won't be enough nickel available this year to prevent dislocations in receiving tube industry.

For TV-radio manufacturers and "assemblers," NPA held out the hope that inequities in steel order M-47 (Vol. 7:10-11,14) may soon be corrected. Speaker makers were told that while cobalt outlook won't be any better, it probably won't be any worse during May and June.

But nickel crisis, affecting every segment of electronics industry, was predominant theme of NPA's April 17 meeting with its Component, End Equipment and Receiving Tube industry advisory committees (for those attending, see p. 11).

Tube manufacturers presented scale of minimum nickel requirements -- May 250,000 lb., June 225,000, July 200,000 -- and warned cuts below these figures would jeopardize industry, weaken its capacity to produce for defense orders.

Govt. production officials shook their heads, said tube industry can expect far less than 200,000 lb. a month beginning in May. April's allotment actually was less than 170,000 lb. Only way tube industry can get more nickel, NPA men made clear, is to take it away from the military, an unlikely prospect.

Lead time -- period it takes to process and fabricate nickel alloys -- is 3-5 months. Tube makers will thus feel April's shortage in August and September. Tube industry is already feeling cumulative effect of months of "little shortages."

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One big factor behind NPA's reluctance to shake loose relatively small amount of additional nickel for tube industry, it was learned, is ramifications such a move would have among hundreds of other nickel-using industries. Although tube industry doesn't use much more than 1% of U.S. nickel, many other industries could also make strong case of their essentiality as basis of plea for more nickel.

An NPA metals expert put it into words of one syllable for us: "For the sake of argument, let's say there are 100 industries, each of which normally uses 1% of America's nickel supply. Comes the rearmament program and we chop a big hunk out of that supply for new military uses -- jet planes, for instance. We chop out another hunk for the stockpile, and you can see everybody's got to take a cut, and there can't be any exceptions."

Oft-heard warning that tungsten -- only known tube filament material -- may soon be worse shortage problem than nickel, was repeated by NPA officials. They said real pinch in tungsten supply may be felt by July.

Tube industry was urged to assure that adequate supply of new tubes flows into replacement channels, lest NPA take situation into its own hands through new restrictive regulations.

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Cobalt will be available to TV-radio industry during May and June at about same rate as April -- 29-30,000 lb. for all uses, or about 25% of normal requirements (Vol. 7:13) -- NPA officials said. They praised industry's conservation efforts, asked for still more.

Question of electromagnetic speakers was brought up by set makers, who have learned the hard way that tales of cobalt conservation don't cut much ice in convincing NPA's Copper Div. to provide extra copper to replace cobalt.

Set manufacturers who have conserved substantial amounts of copper, NPA spokesmen suggested, might "lend" part of their base periods to their speaker suppliers for use in obtaining copper wire for electromagnetic speakers. But it was emphasized that set makers must save considerably more copper than they ask NPA to approve for their speaker makers under any such arrangement.

There's good chance 2 most objectionable features of steel order M-47 will

be swept away, Asst. Administrator Horace McCoy indicated at NPA-industry meeting.

Some manufacturers protested section of order which limits second quarter output of so-called "assemblers" to 80% of sets they produced during average quarter of first-half 1950 (Vol. 7:11). They said it discriminates against some set makers and discourages conservation efforts, and asked that "assemblers" be limited on basis of use of steel as are "manufacturers". McCoy said request would be given favorable consideration.

Second objection was to "strait-jacket amendment" to M-47 (Vol. 7:14), which in effect freezes manufacturers' "mix" of production as between radios, TVs, radio-phonos, TV combinations and phonos. Industry pointed out intent of amendment was to prevent manufacturers from skimping on output of lower-priced lines and concentrating on high-end items -- but its effect is just the opposite.

In light of present trade conditions, they said, set makers want to produce more low-end items, but steel order forces them to turn out higher-priced combinations in same proportions as first-half 1950. Set makers asked permission to divert some of steel earmarked for TV-phonos to TV-only sets, some of steel reserved for radio-phonos to more saleable smaller radios.

Steel order now divides TV-radio products into 5 groups. Steel quotas (80% of use during average first-half 1950 quarter) can't be shifted from one group to another. Groups are: (1) radios, (2) radio-phonos, (3) TV-only, (4) TV-radios, TV-phonos, TV-radio-phonos, (5) phonos, record players. Industry wants groups 1 & 2 combined, groups 3 & 4 combined. This can probably be arranged, McCoy said, but he warned NPA will be watching for "abuses".

Industry's collective estimate of 1951 production, offered in response to NPA query: 5-6 million TVs, 10-15 million radios.

Mobilization Notes: Seven certificates of necessity for rapid tax write-off of $9,688,168 worth of new plant facilities for electronic and related production were granted by DPA between March 7 and April 6. They represented only small portion of the 396 certificates issued for $1,310,799,399. Of the 7, Sylvania got 3 totaling $7,942,353.

Certificates granted Sylvania: For production of subminiature tubes, at Burlington, Ia., $4,252,322 at 75% amortization; tungsten & molybdenum fabrication, Towanda, Pa., $2,899,335 at 80%; electron tubes, Warren, Pa., $790,695 at 80%.

Certificates granted other electronic firms: **Bendix**, aircraft communications & radio equipment, Towson, Md., $1,008,474 at 75%; **Titeflex Inc.**, radio & ignition components, Newark, $289,065 at 80%; **Litton Industries**, magnetron tubes, San Carlos, Cal., $248,277 at 85%; **Good-All Electric Mfg. Co.**, metal-clad condensers, Ogallala, Neb., $200,000 at 75%.

Of 258 certificates granted by NSRB from Oct. 30, 1950, to Jan. 25, only 7 were for electronics manufacture (Vol. 7:10), and 3 more for electronics appeared on previous DPA list of 228 granted Jan. 25-March 7 (Vol. 7:11).

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New procurement policies "to provide maximum aid for small business" were announced this week by Defense Dept. They include: (1) Assignment of small business specialists to all armed service procurement offices. (2) Division of negotiated procurements into small lots to allow multiple contract awards. (3) Program to encourage subcontracting. (4) Payments of "price differential in negotiated procurements to accomplish the objectives of broadening the industrial base of suppliers." NPA is also planning "special treatment" for small business.

Army announced plans to open 34 more sample display and procurement information centers as aid to small business. Of these, Signal Corps will get one new center—at 2800 So. 20th St., Philadelphia—in addition to the present one at Ft. Monmouth, N. J. Air Force, citing "favorable reception" of last February's subcontractor clinic in New York (Vol. 7:7-8), is scheduling similar displays by prime contractors in 5 other cities, beginning in Chicago April 30, and later in Boston, Detroit, Los Angeles and Fort Worth.

Munitions Board, in announcing January total of military contracts reached $3,984,000,000, revealed that small business received 73% of contracts, but only 17% of dollar value. During January, contracts negotiated directly (rather than awarded by bid) soared to 84% of total value, with small business receiving 13-14%.

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Members of 3 industry advisory committees who met with NPA officials April 17: **End Equipment Committee**—R. A. Graver, Admiral; C. W. Thompson, Arvin; J. W. Craig, Crosley; H. C. Roemer, Federal Telephone & Radio; W. J. Halligan, Hallicrafters; Dr. W. R. G. Baker, GE; A. A. Juviler, Olympic; Franklin Lamb, Tele King; J. B. Elliott, RCA; Ray C. Ellis, Raytheon; R. Alexander, Wells-Gardner; Fred Lack, Western Electric. **Receiving Tube Committee**—J. M. Lang, GE; J. Q. Adams, Hytron; W. J. Peltz, Philco; K. C. Meinken, National Union; Carl Hollatz, RCA; N. B. Krim, Raytheon; R. E. Carlson, Tung-Sol; R. F. Marlin, Sylvania. **Components Committee**—W. E. Wilson, Acme Electric; George Bliley, Bliley Electric; A. D. Plamondon, Indiana Steel Products; H. A. Ehle, International Resistance; A. P. Hirsh, Micamold; L. F. Muter, Muter Co.; W. R. Reisner, Reisner Mfg.; Sarkes Tarzian, Sarkes Tarzian Inc.; R. C. Sprague, Sprague Electric; J. J. Kahn, Standard Transformer; Max Balcom, Sylvania; C. E. Williams, DuMont; R. F. Sparrow, Mallory.

Canada will put nickel under complete allocation beginning May 1. Canadian, U. S. and British defense production will get top priority, but Canadian civilian industries aren't expected to be cut off completely from supplies of the strategic metal. Similar orders placing copper, aluminum, lead and zinc under controls are expected soon from Canada's Defense Production Department.

Telecasting Notes: Emilio Azcarraga's XEW-TV, Mexico City's second outlet, has been televising baseball twice weekly since March 22, one night and one day game, as sort of test schedule on Channel 2, plans to increase time on air gradually to reach 5 hours daily by Sept. 18, date of inauguration of new Televicentro, which Mr. Azcarraga says will contain finest studios on the continent . . . With application of *Providence Journal* to purchase WCFI, Pawtucket, Attorney General J. Howard McGrath, agent for Pawtucket firm and executor for estate of one of owners, severs identity with radio; 2 other members of President Truman's cabinet have TV-radio interests—Secretary of Commerce Sawyer, owning AM stations in Dayton & Springfield, O., and Secretary of Navy Matthews, who controls WOW & WOW-TV, Omaha . . . ABC has purchased 4-story and penthouse showroom building at Broadway & 70th St., New York, for $416,500, acquiring 50,000 sq ft. more space for TV operations, centered mainly in old New York Riding Academy at 6 W. 66th St. thru to 67th St. . . . CBS office workers (publicity and news writers, secretaries, clerks) voted 308-290 this week against joining CIO American Newspaper Guild . . . Philco reports AT&T now installing its 6000-7000 mc microwave equipment to link Cincinnati-Dayton, service to start May 14; similar short-haul links were supplied recently for linking Binghamton into Schenectady-Utica and Richmond-Norfolk . . . Program Advisory Board of 12 industry, education, religious leaders formed by WAAM, Baltimore, to counsel station on public interest services . . . Crosley TV stations (WLWT, WLWC, WLWD) have appointed MCA as agent for syndication of their programs having national potential . . . WDTV, Pittsburgh, has raised base hour rate from $600 to $800, one-min. from $100 to $125 . . . First strike ever against a TV station (Vol. 7:15) ended this week after 3-week walkout (during which strikers argued their case over station) when Los Angeles' KFI-TV management agreed to discuss terms with TVA.

Personal Notes: Harry M. Bitner, onetime publisher of *Pittsburgh Post-Gazette*, now holding large interests in radio stations in Indianapolis, Evansville, Grand Rapids and Flint—his son Harry Jr. managing WFBM & WFBM-TV, Indianapolis—named one of National Production Authority's consultants on printing and publishing; others are Wm. G. Chandler, Scripps-Howard; Buel W. Hudson, *Woonsocket* (R. I.) *Call;* Matthew G. Sullivan, Gannett Newspapers . . . Kingley F. Horton, CBS-TV asst. sales mgr. in New York, appointed CBS radio & TV sales mgr. for West Coast . . . Robert Hibbard acting operations director of WGN-TV, Chicago, succeeding Vernon R. Brooks. . . . Norman Gladney, TV v.p. of Franklin & Gladney Inc., resigns to join Bulova Watch Co.; firm will continue present corporate name . . . Max Tendrich succeeds Lester J. Mallets as TV-radio director of Weiss & Geller, N. Y.

Georgia interests, backed by Clement A. Evans & Co., investment bankers, retaining two-thirds ownership, applied this week to FCC for authority to take over Channel 8 operation from WSB-TV, Atlanta, while that station retains Channel 2 on which it has been experimenting since *Journal-Constitution* merger (Vol. 6:12-13, 20). Applicant company is Broadcasting Inc., proposing to pay $525,000 for plant, headed by Walter T. Sturdivant, knitting mills executive. [For details, see *TV Addenda 12-O.*]

Unusual letter received by FCC from attorneys Rivet & Blum, New Orleans, said their client, one Frank W. Bennett, wanted to be on record in event early applications received any priority. They said Bennett plans to apply for TV in Lake Charles, Lafayette, New Iberia, Jeanerette, Morgan City, Baton Rouge, Huoma, Thibodaux, all Louisiana.

TREMENDOUS TV coverage of Gen. MacArthur's return and speeches, seen live or filmed by estimated 30-40,000,000 (probably biggest audience yet), will undoubtedly spark off new series of evaluations of "TV's impact on the democratic process," educational TV, etc.

Well worth noting is that commercial sponsorships of such events, encouraged recently by FCC Chairman Coy (Vol. 7:15), tend to insure quality and quantity of public-event coverage efforts in future.

Probably most spectacular station effort was that of Hoffman Radio, over KNBH, Los Angeles. Films of speech before Congress were flown West by famed speed flyer Paul Mantz, televised 7 p.m. same day. Station kept audience informed of his positions en route.

Networks, heavily sponsored, went all-out in equipment and personnel, with following lineup:

ABC-TV—*Life Magazine*, two 45-min. segments before and after Thu. 12:30 speech before Congress, thru Young & Rubicam.

CBS-TV—Longines Wittnauer Watch Co., speech plus New York parade and reception, thru Lennen & Mitchell.

DuMont—*Newsweek Magazine*, 30-min filmed excerpts of speech Thu. 10-10:30, thru Lennen & Mitchell; United Airlines, 45-min. of New York arrival, thru N. W. Ayer & Son; *Collier's Magazine*, New York parade 11:45-1:30, thru Kudner Agency.

NBC-TV—Motorola, segments before and after speech, thru Ruthrauff & Ryan; American Oil Co., New York ceremonies 11:30-1:30, thru Joseph Katz, Baltimore.

New York independent WPIX rushed American Express Co. commercial on air before speech just 25 minutes after receipt of order from sponsor which also bought New York ceremonies; agency was Benton & Bowles.

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Justice Dept. and networks are studying National Collegiate Athletic Assn. TV comittee's college football plan (Vol. 7:15), formally approved by full committee in Washington April 18. Plan provides: (1) One game to be televised in each area each Saturday. (2) "Blackouts" to be imposed in each area on at least one Saturday, to study effects on game attendance. (3) No team to be seen more than twice, once when it plays at home and once away. NBC, CBS and DuMont officials conferred with NCAA officials April 19, and seemed "interested," NCAA TV chairman Tom Hamilton said. ABC, although invited, passed up conference. Committee discussed plan with Justice Dept., but Govt. indicated it will thoroughly study matter before giving opinion on anti-trust aspects.

Formation of FCC Broadcast Bureau is held up, what with some commissioners desiring more time for study and with clear majority approval of Harry Plotkin as chief still lacking. Plotkin appears to have solid backing of Chairman Coy, Comr. Walker, probably Comr. Hyde, with others on the fence or definitely opposed. If Plotkin appointment fails, it's rumored chief engineer Curtis Plummer is shoo-in with 6 votes—if he wants the $11,200 job, and he may not since salary is same as he now gets. Another strong contender is Parker D. Hancock, who heads Office of Formal Hearing Assistants.

Phonevision demonstration was given for 5 FCC commissioners at NARTB convention April 17, for broadcasters April 18-19 at special Blackstone Hotel showing. Viewers were addressed by Millard (Tex) Faught, Zenith publicity consultant, whose main point was that Phonevision was a means for broadcasters to garner additional income, particularly in early stages of establishing TV. Final results of 90-day test (Vol. 7:14) are now undergoing checkup by U of Chicago National Opinion Research Center. Zenith intends to do nothing until that's completed in a few weeks.

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AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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END OF FREEZE STILL LONG WAY OFF: Caution -- once again: This freeze can't be thawed, in true sense of the word, for many months. We can't reiterate too often that there is almost no chance of any meaningful number of stations on air before late 1952.

Let's be realistic about it, even assuming an optimistic view of probable snail-pace steps we know must be taken:

(1) City-by-city hearing on new allocation plan (Vol. 7:12), starts June 11 -- unless something comes up to delay that. Bitter struggle for channels, now deemed to be worth millions, will run estimated 2 months. That means mid-August.

(2) FCC mulls decision month or so, issues it, say, by end of September.

(3) Applicants are given 2-3 months to file, amend. Thus, end of 1951.

(4) FCC starts granting CPs -- January at earliest, but only in those cities with more channels than applicants -- and there will be mighty few of these. Handful of eager beavers, with equipment bought on hope and speculation and already delivered, might start telecasting by spring or early summer. But majority of even these "easy" grants won't get going until late summer or fall. Conceivably, a few stations in Hawaii, other Territories, could get going before then if hoped-for "partial" unfreezing materializes (Vol. 7:12).

(5) Really significant cities, hotly contested, must have competitive hearings -- to take place during spring or summer of 1952 at earliest. Decisions on these might come in late summer or fall. But some of these could wind up in courts for indefinite period, if losers decide to appeal.

(6) Winners of hearings could get on air during late 1952 or early 1953 -- assuming transmitting equipment is available, likely unless defense needs increase.

Freeze won't really be over until last step has been completed.

Of course, FCC says it's trying for partial freeze-lifting on uhf without going through city-by-city hearing. Even if that does happen, only a tiny number of uhf stations could get on air this year -- all of rather low power.

Equipment deliveries are bottleneck in uhf. Some 1-kw units could be delivered this year (Vol. 7:16), but GE is only manufacturer quoting dates on 5-10 kw transmitters -- and it says "third quarter 1952."

* * * *

We say above estimate is optimistic, because we see nothing on horizon to speed things up by more than couple months at best. And there are plenty of other contingencies that might drag things out longer than foregoing timetable:

(1) Congressional intervention. Plenty of this can be expected, since so many states and communities fare badly under allocation plan. Even Senator Johnson isn't very happy about way Denver comes out (Vol. 7:16).

Senator Benton's resolution calling for 90-day freeze while the Senate "studies" educational channel reservations (Vol. 7:15-16) doesn't sound like much on surface, assuming such "study" could run concurrently with FCC deliberations. But situation is fraught with delay.

Only NARTB-TV has seemed to appreciate delay factor in Sen. Benton's pro-

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posal, and has told Sen. Johnson's Interstate & Foreign Commerce Committee how it feels. Everyone else seems complacent; committee has received no other comments.

(2) Court delays. Many lawyers, including Communications Bar Assn., say flatly that portions of FCC plan violate Communications Act -- particularly the predetermined geographical allocations and the educational reservations.

A company opposing the plan as a whole -- DuMont, for example, has already noted that plan permits only 2 networks on vhf basis -- or disgruntled applicants might figure they have nothing to lose by appealing to the courts. This could quite conceivably tie up entire allocation in litigation for some time.

Delaying action in courts or hearings might not make for popularity in an impatient industry, but the aggrieved may think their chances of getting a channel would be bettered by appeal to courts.

There are other potential delays, undoubtedly, some as yet unforeseen. The color issue, chief reason for protraction of freeze to full 32 months, may flare anew after Supreme Court decision -- and tie up FCC's time (and passions). And mobilization picture could change overnight, throwing every estimate out the window.

'FREEZE' MAIL FLOODING THE FCC: Stream of letters to FCC, constant throughout freeze, has approached flood stage since release of allocation plan March 22 (Vol. 7:12). Hundreds are on file in the docket, addressed to chairman or Commission as a whole. Individual commissioners are getting hundreds more.

Members of Congress, college presidents, station managers, individuals -- every type of interest is represented, with questions or comments on all aspects of the freeze. File is open, so we spent few hours studying it -- and found:

"When will we get TV?" is question most frequently asked. Frequently forwarded by members of Congress, letters come from every nook of the country -- e.g., Butte, Mont.; Woonsocket, R.I.; Yoakum, Tex.; Ashland, Mass.; Decatur and Evansville, Ind.; Yankton, S.C.; Falls City, Neb. -- in addition to those from such obvious big-city "outs" as Denver, Portland, Tampa, St. Petersburg.

A few AM stations have written in. KGAF, Gainesville, Tex., sees "nothing wrong" in uhf Channel 49 allocated there, hopes freeze ends soon, stands ready to apply. WOPI, Bristol, Tenn., is happy with allocation, is prepared to file, plans microwave to Greensboro. WNLC, New London, Conn., is delighted; city gets Channel 3, only vhf in state besides Channel 8 assigned to WNHC-TV, New Haven.

KUGN, Eugene, Ore., complains of being "left out." Channel 9, only vhf allocated, is earmarked educational. KVFD, Ft. Dodge, Ia., objects to uhf-only there. Montana-Washington-Oregon broadcaster Ed Craney, through Sen. Warren G. Magnuson (D-Wash.), objects strenuously to educational reservation.

WGAN, Portland, Me., wrote FCC chief engineer Curt Plummer, native of Maine, saying it found how to add vhf channel to Bangor, Me. Plummer replied that plan looked good, didn't violate minimum spacing.

Sen. Johnson's concern about Denver (Vol. 7:16) was expressed in April 2 letter which wondered whether vhf channels from nearby cities might be transferred to Denver if not used within 2 years. Coy replied that such shifts are implicit in allocation, if channels "remain unclaimed for a protracted period." This "protracted period," he said, is likely to vary from case to case.

Correspondents from non-TV areas seem impatient enough, but letters from single-station areas -- Kansas City, Pittsburgh, St. Louis, etc. -- appear downright purple-faced with exasperation.

Queries about "booster" or "satellite" stations are rather frequent, as people hunt for means of pulling in signals just over the horizon. FCC answers that such stations would defeat purposes of allocation plan if they used vhf-uhf channels, that no other frequencies are available.

Educators generally commend channel reservations, occasionally complaining that their towns were given uhf instead of vhf. Only exceptions we've seen were from Clarence Decker, president of U of Kansas City, and Roscoe Shores, acting supt. of Kansas City schools. They say uhf will do, since they don't expect to get into

TV for a long time; moreover, cooperation of local stations has been excellent.

Comr. Webster is worked up about flood of pro-educational letters he's getting. Seymour Siegel (WNYC, New York), president, National Assn. of Educational Broadcasters, has been urging educators to write Commission. Webster, who opposed educational reservations, has asked Siegel for copy of letter, saying:

"While I am of the firm opinion that citizens have the right to express their views to the heads of govt. agencies, there is a proper time, place and means for such expressions..." Such "pressure," he said, "is of questionable propriety."

Some educators say they have definite plans to build. Among these are U of Kansas, U of North Carolina, Miami U (Ohio). Last says it will need "very minimum of 2 years" to get proper approval. U of Chattanooga wants to get going, but fears great costs. However, it says, arrangements can be worked out with WDOD, "using certain facilities in common." Educational channel in Chattanooga is uhf.

FCC doesn't reveal much in its replies, usually sends copy of its "Third Report" with brief summary of freeze history and status. Chairman Coy generally handles Congressional queries. In a couple letters, Coy and Comr. Jones indicate hope or expectation freeze will end "this year."

TELEVISION MOVING IN ON THE MOVIES: "Straw in the wind" -- and they're none too happy about it -- best describes Hollywood's reaction to this week's deal with Petrillo whereby independent producer Robert L. Lippert obtained release of post-1946 feature films for TV. Major producers don't like it a bit, fear it's precedent.

Nor are the big Hollywood producers joyous about emergence of new film companies organized to make pictures for TV. They recall how their own gigantic industry sprang from even humbler beginnings, are realistic enough to realize that in time the present handful of 107 TV stations will expand enormously and really become important factor in rental revenues.

Negotiations between majors and Petrillo on renewals of present contracts begin this fall. These expressly forbid release to TV of any films made after 1946 -- and there have been indications Petrillo considers same provisions binding on films made prior to that year.

Lippert agreed to pay 5% of his gross from TV into AFM royalty fund. He also agreed to re-record music track on old films, using same number of musicians same length of time as on originals. He announced he would re-record 26 of his post-1946 films for immediate TV release.

Known in trade as a "gangs and gore" film-maker, Lippert's most recent picture is The Steel Helmet, based on Korean war. He's owner of chain of 20 film houses in California, became producer in 1944, has in recent years turned out such pictures as Outlaw Country, I Shot Jesse James, Son of Billy the Kid, Arson Inc., Treasure of Monte Carlo, Apache Chief.

What major producers find most significant in Lippert-Petrillo deal is 5% contribution to union fund. Only such TV film producers as Snader, Gene Autry and a handful of others had agreed to that so far. It may be Petrillo's hedge or precedent against inevitable day when majors will open up their vaults to TV (Vol. 7:13).

* * * *

That new enterprise will make films for TV, if majors and other established producers don't do it, is indicated anew with formation of still another company with that in mind. It's a $1,000,000 cooperative venture, including some 50 telecast stations, known as Consolidated Television Broadcasters Inc.

Mainspring is Harrison Dunham, ex-KTTV manager, who promoted such move for owner Los Angeles Times last year (Vol. 6:32). He's executive v.p. President is Richard Jones, WJBK-TV, Detroit, owned by Geo. Storer interests, principal backer. Already hired is Frank Wisbar, ex-Bing Crosby Enterprises (Fireside Theatre).

Initial plans call for 2½ hours of film per week for 26 weeks, each to cost between $10-20,000. Member stations will have first refusal rights in own market, rentals to be not more than 50% of card rate for running time of film.

Potential of film-making for TV is indicated in statement to Wall Street

Journal by Richard Dorso, head of United Television Programs, formed recently by Standard Radio and Petry in collaboration with Century Artists (Vol. 7:2-3):

"Based on conservative estimate of 6 hours of film programming per day on the part of each of the 4 networks, at an average price of $20,000 per half-hour of film, we can look for an annual $240,000,000 business here in Hollywood by 1954."

Pointing to economic impact of TV film producing, already, is recent Petrillo edict that musicians' pay in TV field shall be $50 per 3 hours work instead of the $39.90 regular Hollywood scale, which is expected to be raised to same level.

Not only are special production firms being formed to turn out TV films, but established radio program services have entered or are entering field. Already heavily involved are World (Ziv) and Goodman, as well as the Standard Radio-Petry group. New to field but already a factor is Snader. Soon to announce their entry, it's reported, are Associated Program Service and Lang-Worth.

Networks are still quiet about what they intend to do, but there's little doubt they have film-making plans. Otherwise, they would not have met Petrillo's 5% royalty demand (Vol. 7:7,11). ABC already has huge Hollywood facilities (old Warner lot) and CBS has big plans under way for which it recently got financing (Vol. 7:15), and it's having its Amos & Andy series filmed. NBC is known to be shopping for studio space, with unverified talk about a tieup with Warner Bros.

On exhibitor side, United Paramount Theatres president Leonard Goldenson, in 1950 annual report just issued, offers calm assurance that movies can meet threat of TV. He admits boxoffice is off more in TV areas than in non-TV, but states it's impossible yet to determine exact extent of TV's effect. After novelty wears off and set is paid for, he says, viewers become more selective.

"Then, we believe, the American people, giving freer play to their gregarious instincts, will respond as in the past to our high-quality motion picture entertainment," his report states. He urges exhibitors to use TV as an "ally" -- in advertising -- but admits "much work remains to be done in developing techniques."

STATIONS BITTER BUT RATE CUTS SURE: Radio networks will all cut their rates shortly. They can't help it, they told Affiliates Committee meeting in New York this week. For die was cast by CBS, which sprang sudden 10-15% reductions on eve of NARTB convention (Vol. 7:15-16), leading to formation of protest committee.

Committee chairman Paul Morency, WTIC, Hartford, indicated how seriously situation is regarded when he wrote all network affiliates this week: "If any real effort is going to be made to prevent a debacle in the radio industry, it must be made by affiliates...The radio industry and particularly the affiliates in it are faced with the greatest decision in the history of their operations."

What they can do about it, is still obscure -- but formation of permanent organization, allegiance pledge of stations before committee meets again May 15, is being urged. Membership dues were set at station's highest one time 15-minute rate.

Some committeemen proposed (a) revision of option time agreements, and (b) elimination of day-night rate differentials. Some stations already have single-rate schedules for entire day, notably New York's WNEW, Washington's WWDC.

Network cuts "should not be regarded [as] indication of the overall value of radio and particularly of the market-by-market value of radio," said Morency letter, which recommends affiliates raise local rates if warranted.

That network leadership is on wane, was conviction of some committeemen who said they foresaw considerable change in scope of network operations as well as their position in industry during next few years. Nor were they likely to be mollified by latest PIB network billings figures (see p. 5) showing CBS January-March $2,000,000 ahead of same period last year, even MBS slightly ahead, others down.

CBS rate cut goes into effect July 1, as announced. NBC is expected to follow suit after meeting with Stations Planning and Advisory Committee. ABC will wait for NBC card, and MBS will make known its cuts after all the others.

There's talk of cuts only in TV markets, instead of following CBS across-the-board method. But all face fact total cuts must be equal to, or under, CBS's.

Network TV-Radio Billings

March 1951 and January-March 1951

ANOTHER big leap in network TV time billings is revealed in Publishers Information Bureau report for March. Gross billings for March (not including non-reporting DuMont) were $9,085,403 vs. $7,804,550 in February (Vol. 7:13) and $8,082,876 in January (Vol. 7:10). The March billings were more than fourfold those of March 1950, and Jan.-March cumulative was $25,007,059 vs. only $5,799,995 for same 1950 quarter.

Network radio went up also in March, totaling $16,440,387 vs. $14,957,460 in February and $16,629,928 in January. But it was slightly down from March 1950, and radio's Jan.-March cumulative of $48,132,847 compared with $49,308,757 for same 1950 months. Noteworthy was fact that CBS continued to show increases as well as maintain big lead, with $6,815,406 March radio billings vs. $6,108,386 in March 1950 and $19,788,562 Jan.-March cumulative vs. $17,850,089 for same 1950 quarter. MBS also showed slight increase, but ABC and NBC were lower.

It would appear to be only short time, what with upgrading rates for TV and downgrading rates for AM, that TV network billings will overtake AM networks—albeit only 48 TV areas are interconnected as yet, whereas just about every corner of the country is reached by network radio. The PIB figures:

	March 1951	March 1950	Jan.-Mar. 1951	Jan.-Mar. 1950
NETWORK TELEVISION				
NBC	$ 4,594,203	$ 1,175,186	$12,730,785	$ 3,195,582
CBS	2,993,902	657,501	8,195,406	1,823,456
ABC	1,497,298	344,097	4,080,868	780,957
Total	$ 9,085,403	$ 2,176,784	$25,007,059	$ 5,799,995
NETWORK RADIO				
CBS	$ 6,815,406	$ 6,108,386	$19,788,562	$17,850,089
NBC	5,085,636	5,847,374	15,033,209	16,785,941
ABC	2,891,339	3,476,383	8,693,478	10,181,753
MBS	1,648,006	1,410,683	4,617,598	4,490,974
Total	$16,440,387	$16,842,826	$48,132,847	$49,308,757

Station Accounts: "This season you can scarcely turn a dial (radio or TV) without bumping into a beer sponsor, large or small," reports April 23 *Sponsor Magazine* in survey of "Beer on the Air" which your commercial dept. should study. It recounts how in 1941 only 4.3% of beer advertising went into radio, by 1949 TV-radio combined took 22.4%, exceeded only by outdoor media's 23%. Forty beer sponsors, their agencies and the TV-radio programs they place are conveniently tabulated . . . Adjacencies on Ballantine-sponsored Yankee home games and Chesterfield-sponsored Giant home games on WPIX include *Play Ball* with Hal Tunis 30-min. before Yankee & Giant games for Winston Stores (TVs, appliances), *Dizzy Dean Show* 10-min. before Yankees game for Philip Morris, *A Day with the Giants* 15-min. before Giants games for Krueger, various spots for Kreml, Palmolive, Read's Ice Cream, Bufferin, Gruen, Kaiser-Frazer, Thom McAn, Barney's Clothes . . . Falstaff Brewing Co., St. Louis, to sponsor *The Great Merlini*, United Artists mystery film series in St. Louis, Omaha, Memphis, New Orleans, San Antonio, thru Dancer-Fitzgerald-Sample, N. Y.; Red Top Brewing Co., Cincinnati, already signed for Cincinnati, Dayton, Columbus, Indianapolis . . . Add baseball sponsorships: Cincinnati Reds, piped for Burger Beer from WCPO-TV to WSAZ-TV, Huntington, W. Va., as well as WHIO-TV, Dayton . . . Travel questions feature new-type quiz program on KTTV, Los Angeles, titled *Honeymoon Express*, Fri. 8-8:30, with airline tickets as prizes; co-sponsors are Western Airlines, Lyon Van & Storage, Seven-Up, Tanner Motors, thru Dean Simmons Adv. . . . Harris, Upham & Co., New York stockbrokers, using 1-min. films on KRLD-TV, Dallas, as starter of wider campaign . . . Westinghouse Appliance Div. offering local dealers new series of 1-min. and 20-sec. film demonstrations of refrigerators, ranges, ovens, vacuum cleaners, fans, etc. . . . Among other advertisers reported using or preparing to use TV: Modern Food Process Co. (Thrivo pet food), thru Lavenson Bureau of Adv., Philadelphia; Finkel Outdoor Products Inc. (beach & garden umbrellas, lawn furniture), thru Atlantic Adv., N. Y.; Wool Bureau Inc. (wool apparel), thru Grey Adv., N. Y.; Cowles Magazines Inc., thru McCann-Erickson, N. Y. (KTSL); Illinois Meat Co. (Broadcast Brand meats), thru Arthur Meyerhoff & Co., Chicago (WCBS-TV); Richardson & Robbins (food products), thru Charles W. Hoyt Co., N. Y. (WCBS-TV); Seawol Corp. (Zig-Zag sewing machine), thru Vic Knight Inc., Los Angeles; Industrial Tape Corp., thru Kenyon & Eckhardt, N. Y. (WCAU-TV); Nedick's Inc., thru Weiss & Geller, N. Y. (WTOP-TV); Quality Importers (Welch's wine), thru Al Paul Lefton Co., N. Y. (WCBS-TV); Ultra Chemical Works (Ultra Gloss floor wax), thru S. R. Leon Co., N. Y. (WCBS-TV); Newsweek Magazine, thru Lennen & Mitchell, N. Y. (WABD); Fred W. Amend Co. (Chuckles candies), thru Henri, Hurst & McDonald, Chicago (WOR-TV); George Schneider & Co. (carbonated beverages), thru Doyle Dane Bernback, N. Y. (WOR-TV); Dearborn Supply Co. (Chlor-O-Creme face cream), thru Gordon Best Co., Chicago; Dorchester Products Co., Washington (Clorodets chewing gum), thru Joseph Katz Co., Baltimore.

Personal Notes: Thomas F. O'Neil, v.p. and director of Yankee-Don Lee networks, v.p. of General Tire, elected chairman of board of MBS April 30, succeeding Theodore C. Streibert, WOR; E. M. Antrim, business mgr., *Chicago Tribune* (WGN & WGN-TV) succeeds O'Neil as vice chairman, and all other directors were reelected . . . Victor A. Sholis, director of WHAS & WHAS-TV, Louisville, awarded 1951 medal of American Cancer Society as layman contributing most to cancer control program in America . . . Kenneth W. Church leaves managership of WIBC, Indianapolis, July 1 to become sales mgr. of WKRC & WKRC-TV, Cincinnati . . . Hoyt Andres appointed asst. mgr. of WKY & WKY-TV, Oklahoma City; Eugene B. Dodson named administrative asst., Ray Scales succeeding him as public relations mgr. . . . Ben Gedalecia resigns as ABC research mgr. to join Dept. of State information service . . . Joseph L. Tinney, v.p. of WCAU & WCAU-TV, Philadelphia, promoted to Captain, USNR . . . A. E. Joscelyn, CBS Hollywood operations director, reelected president of So. Calif. Broadcasters Assn. . . . W. D. Fisher, ex-Young & Rubicam, joins Gardner Adv., St. Louis, as TV-radio director . . . Wm. A. Chalmers, ex-Kenyon & Eckhardt, appointed TV-radio v.p., Grey Adv.

Amendment to TV Allocation Report

TO CLARIFY meaning of paragraph II-B-1 of its allocation proposal (page 8 of *Television Digest's* March 24 printed full text of TV Allocation Report), FCC this week amended it with Public Notice 51-410. New paragraph reads as follows, added language in italics:

"1. A channel assigned to a community in the Commission's Table of Television Assignments shall be available, without the necessity of rule making proceedings, to any other community *which is* located within 15 miles of the assigned community *and which has no assignment of its own* provided the minimum separations set forth in paragraphs "E" and "G" herein are maintained."

Television Digest WITH AM-FM REPORTS
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Trade Report
April 28, 1951

TV-RADIO ESCAPE PRICE ROLLBACKS: Price controls don't hurt the TV-radio industry. Instead of rollbacks, it looks like ceiling prices will be high enough to permit upward price changes as and when needed. At least, that's early interpretation of industry and govt. executives following issuance this week of Office of Price Stabilization's manufacturers' price regulation (CPR-22), effective May 1.

And with this week's revision of Section 43 of retail price regulation (CPR-7), which now permits manufacturers of branded merchandise to set wholesale as well as retail prices, the TV-radio industry is in position to calculate its ceiling prices to distributors, retailers, public (Vol. 7:9,14).

Inasmuch as today's TV prices are lower than they were during base period stipulated, plus permitted increases in factory labor and materials costs, nobody sees much difficulty in foreseeable future. Factory accountants are working on details of what the regulation means to their companies; nobody, so far, seems to have found any hidden "gimmicks," as one put it.

Parts manufacturers aren't quite so sanguine. Their best thinking is that no rollbacks will be required immediately, but that "cushion" between present parts prices and ceiling prices is pretty close -- doesn't give them much leeway if costs get out of hand.

There's also still unresolved question in OPS whether manufacturers' regulation covers all electronic components makers. Best guess is that final decision, due in week, will keep parts makers whose products are primarily for TV-radio under manufacturers' regulation.

TRADE WINDS BLOWING NOBODY ANY GOOD: More factory "vacations" and layoffs, further decline in TV production, mounting factory inventories, and a still-listless retail market -- that about tells story of this week's TV trade.

To say that industry folk are plenty worried -- at manufacturer, wholesaler and retailer levels alike -- would be putting it quite mildly. Short of seasonally-unlikely loosening of customer pursestrings, the outlook remained gloomy. One big effort was extended this week:

RTMA president Glen McDaniel and general manager James Secrest waited on Federal Reserve Board staff to ask, once again, that Regulation W be at least ameliorated by way of (a) a 90-day moratorium on the 25% down payment requirement, so that TV stocks can be moved; (b) ruling that trade-ins may be applied against down payment; or (c) that up to 50% of trade-in value be so applied.

Reduced installment buying is believed by many to be basic cause of current market lull. Time sales have declined much more sharply than cash selling since Regulation W was tightened last October. Bankruptcies and financial straits among dealers were cited as reasons for relief. The industry spokesmen were assured matter would be brought to attention of full board next week.

* * * *

There were plenty of signs of distress, as sales and giveaways failed to move goods fast enough. Only promise of better things ahead was Dept. of Commerce April Survey of Current Business stating that high-inventory situation in consumer durables generally should be short-lived because (a) NPA steel order (Vol. 7:15-16) will cut future output, and (b) inventories of raw materials and components among manufacturers are getting low.

"They're telling us!" might well be reaction to report's conclusion that TV-radio has felt blow harder than other lines. And "Oh yeah" to statement that inventories of consumer goods aren't "unduly" high in relation to sales, and that wholesale inventories "do not appear excessive in terms of sales volume."

Nor is there much comfort in Federal Reserve Board's latest Survey of Con-

sumer Finance (Vol. 7:16), which purports to show "little or no decline" in number of consumers considering 1951 purchases of TV, refrigerators, furniture, etc.

"TV Cut Price Jamboree" was being advertised in New York, customer invited to name own price. New York Times April 26 reported out-of-town stores unloading many off-brand and a few top brand TVs in city at lower than distributor prices, being so hard-pressed to meet bank commitments.

* * * *

Philco furlough of 5000 employes this week continues through next week, as planned (Vol. 7:15) -- but RCA Victor's complete shutdown of all TV and some radio production, ordered last Monday (April 23) at 6 plants, was wholly unexpected. At first, it looked like full week layoff of 5837 employes, but NPA came to rescue Thursday with favorable action on adjustment of steel limitation.

About 90% of workers at Camden and Indianapolis were called back to jobs immediately, and next day (April 27) plants in Bloomington & Monticello, Ind. and Pulaski, Va. were back at work. The 175 laid off at Canonsburg, Pa. radio plant are due to return May 1 when month's allotment of steel is available.

RCA officials state emphatically that steel order M-47 (Vol. 7:10-11,14) alone was cause of shutdown -- there was no motive of deliberately "vacationing" from TV-radio production due to becalmed market. Previous layoffs (Vol. 7:13-15) had discounted that "seasonal" condition, and company claims to be better off than most with respect to inventory.

Employment situation in industry at large, however, continues bad, has the unions no less than employers worried. IBEW local chief in Chicago estimates that area's layoffs in TV and components plants at 15,000 or more. Another Chicago report had Zenith laying off 3000 this week, giving inventory-taking as reason.

Nearly all TV-radio plants shut down in July, of course, for summer vacations, usually first 2 weeks -- and no exception is likely this year. Big question is whether, even if inventories persist, factories will offer usual new models in June-July, further aggravating market. Chances are most will, so far as we can learn, particularly since so much hullabaloo over uhf tuners has already been raised (Vol. 7:14-15) and everybody seems to anticipate lifting of freeze and opening up of new markets much earlier than seems likely (see p. 1).

* * * *

TV production dropped to 122,489 (3116 private label) in week ending April 20 -- lowest since 1950 post-Xmas week's 105,968 and lower than any other save last year's summer vacation weeks. Factory inventories rose to 433,930 from 386,307 week before and 324,859 first week of second quarter (ending April 6). TV output for quarter's 3 reported weeks: 140,964 first week, 133,576 second, 122,849 third.

Radios fared better, thanks largely to seasonal auto and portable output. Third week's total was 349,767 vs. 361,652 second week, 332,463 first (Vol. 7:16). Radios for week ending April 20 were: 158,504 home, 147,587 auto, 43,676 portable. Factory inventory of radios was 175,014.

FEAST AND FAMINE IN TUBE INDUSTRY: Despite shortages, despite trade slump, the production of receiving tubes is humming along at remarkable rate, with demand high.

But picture tube industry is in doldrums. In this field probably more than any other -- because it's purely TV -- current trade slump is reflected and future TV production trends forecast. And picture tube business is bad -- with no signs of pickup in near future.

Larger CR tube makers report business down -- from "a little" to "way off." But some middle-sized ones are operating at about 30% of capacity, and smaller manufacturers are creeping along with production as low as 15% of normal. Bottom may not have been hit yet; at least nobody's reporting any increase in orders.

These are straws in the wind in the depressed CR tube situation: Corning Glass Works is discontinuing picture tube bulb production at its new Albion, Mich. plant, and is converting to manufacture of sealed beam headlights, electronic tube and incandescent lamp bulbs. TV bulb production will be limited to Corning, N.Y.

factory. Two CR tube manufacturers, Sarkes Tarzian and National Video, are reported planning to enter receiving tube business.

On price front, it's possible the wave of CR tube slashes (Vol. 7:14-15) has subsided, at least temporarily. Common complaint is that recent reductions have come almost entirely out of tube makers' pockets; there hasn't been proportionate reduction in production costs.

* * * *

Things are different in receiving tube industry, possibly due in part to fact there are only 9 important producers in this field (with Westinghouse soon stepping in) as against 37 CR producers (see pp. 64-65, TV Factbook No. 12).

Although shortages are bothersome, receiving tube manufacturers unanimously predict present high production rate will continue for at least 30 days. When it does fall off, scarcity of nickel -- not customers -- will be to blame, they say.

Receiving tube sales hit all-time high in March despite depressed TV market, RTMA figures reveal -- 44,413,146 vs. 33,663,494 in March 1950 and previous record of 40,105,611 last October. In first quarter, 118,277,243 tubes were sold; 22% or 25,477,655 were for replacement, about 80,000,000 for new TV-radios, 4,000,000 for export and a mere 676,310 for govt. agencies, including military.

There have been some cutbacks from March's record production -- but many tube plants are still operating with extra shifts or on 6-day week. Military orders, while coming in steadily, still represent less than 10% of tube makers' business, industry-wide, according to manufacturers' own estimates.

Principal reason for continued high demand -- as most tube makers see it -- is that set makers, who for past year have been operating with practically no tube inventory at all, are building up "normal" advance supplies. And radio production is still high. Distributors' buying wave, however, has slackened -- most replacement shelves are fully stocked.

Material shortages trouble tube makers day-to-day and hour-to-hour. They've felt nickel pinch (Vol. 7:15-16) last 30 days, but full fury hasn't hit yet. And coming tungsten crisis is just dark cloud on the horizon.

Conservation and substitution will eventually result in use of about one-third less nickel in civilian tubes, most manufacturers say. But these measures won't do in military tubes -- won't fit strict specifications. For example, the military requires pure nickel leads, whereas nickel-plated steel leads are adequate for civilian tubes.

So tube makers are faced with new headache. They're going to have to make 2 production runs for each type tube -- one to meet military specifications, another for civilian tubes, using minimum of strategic materials.

Topics & Trends of TV Trade: Philco reports "program of cooperative research" with Massachusetts Institute of Technology, alma mater of its engineering research v.p. David Smith and other top staffmen, whereby they will exchange data on military and commercial electronics, TV-radio, refrigeration, home appliances, etc. Special conferences and seminars and factory visits are planned. And this week, too, Majestic Radio announced the establishment of Majestic Research Fund Inc., endowed for $500,000, under which grants up to 48 scholarships per year for 5 years, each worth about $2000, will be made to persons over 35 years of age seeking another chance for education; scholarships will be known as "Second Chance," and advisory board comprises Dean H. L. Masson, Engineering Graduate School, New York U; Dean Erich Hausman, Brooklyn Polytechnic Institute; Prof. R. T. Livingstone, executive officer, Dept. of Industrial Engineering, Columbia U; Prof. David Bendel Herz, Columbia U; G. A. Bishop, director of research, Textile Workers of America.

Arguments against Regulation W have been marshalled in 8-page press release by Philip Lesly Co., 100 W. Monroe St., Chicago, public relations counsel for American Finance Conference, 176 W. Adams St., Chicago. Latter is campaigning for elimination or modification of credit controls. Lesly Co., which also handles publicity for Meck, is preparing leaflet on subject, will make copies available to all interested.

Some 3,300,000 wired homes exist within 60-mi. radius of existing or projected TV stations in Latin America, so that within next 5 years there's potential market for about 1,300,000 TVs. So Philco International Corp. v.p. Radcliffe L. Romeyn told meeting this week of Export Advertising Assn., New York. Within range of the 6 stations now operating in Latin America (2 in Cuba, 2 in Mexico City, one in Rio de Janeiro, one in Sao Paulo) Mr. Romeyn estimated 1,500,000 wired homes, only about 25,000 sets-in-use, perhaps another 15,000 in trade pipelines. Of sets-in-use, about 14,000 are in Havana, 3500 in Mexico City, 3600 in Sao Paulo, 3000 in Rio.

Esquire Radio Corp., 26 Court St., Brooklyn, is new manufacturing firm announced by A. Robert Lieberman, ex-Jewel Radio, with B. Stohl in charge of purchasing. He states company plans to produce TVs, radios and other electronic equipment.

Zenith's new uhf strip is much superior to old one, according to Rudy Frank, promotion manager of WELI, New Haven, whose management is extremely enthusiastic about uhf (Vol. 7:15). Frank, whose Bridgeport home is virtual testing ground for various manufacturers' uhf sets, writes: "This new device is so vast an improvement over the early strip which we tested that I feel that an injustice has been made if I didn't correct the impression created by my appraisal [in Vol. 7:15]. Contrary to published comments that the job of installation of the strip required hours of work by a serviceman, I was able to install the strip myself in a matter of 5 minutes, and you might recall that I am not an engineer or a serviceman. The important thing though is the quality of the picture. I can say that Zenith produced the clearest, cleanest picture of any of the converters and receivers we have tested to date."

Trade Miscellany: **DuMont** announces availability of electrostatically-focused 17 & 20-in. picture tubes (17FP4 & 20GP4) which eliminate need for copper or cobalt-containing focus magnets (Vol. 7:1, 3, 5, 9) . . . **GE 12-in. tube** promotion launched this week aims at what it regards as "tremendous replacement market" . . . **Richmond Television Corp.**, Los Angeles, subject of adjudication order in bankruptcy proceedings in Federal district court (Vol. 7:7), has offered to pay creditors in full with 12-installment notes . . . **Pathe** cut price of 12-in. table from $249.50 to $149.50, 17-in. consolette from $299.50 to $169.50; Pathe sets are made by Air King . . . **Sparton** returning to refrigerator field, will produce 9 & 10-ft. models starting next month.

Skiatron Electronics & Television Corp., 30 E. 10th St., New York (new corporate name, new address), reports election of Telford Taylor and Rear Admiral Timothy J. O'Brien, USN retired, to board. Taylor is former general counsel of FCC, as USA brig. gen. prosecuted Nuremberg war crimes trials, is now partner in New York law firm of Paul, Weiss, Rifkind, Wharton & Garrison, which represents Emerson (in color case) and educators (in TV channel allocations issue). Admiral O'Brien is v.p. of Yearbook Publication Inc. Skiatron is promoting "Subscriber-Vision," rival to Zenith's Phonevision, and claims patents on a TV theatre projector that dispenses with CR tube.

Dividends: **Magnavox**, 37½¢ payable June 15 to holders of record May 25 and 25¢ on Class A preferred payable June 1 to holders May 15; **Indiana Steel Products Co.**, 20¢ payable June 8 to holders May 22; **Standard Coil Products Co.**, 25¢ payable May 15 to holders May 1; **General Instrument Corp.**, 20¢ payable May 15 to holders May 1; **Westinghouse**, 50¢ payable June 1 to holders May 10; **P. R. Mallory**, 30¢ payable June 11 to holders May 18.

Trade Personals: Wm. J. Halligan, Hallicrafters president, named president of Armed Forces Communications Assn. at Chicago convention . . . **John R. Beers**, engineering v.p., elected president of Arcturus Electronics, succeeding late Morris H. Cohn . . . **Harold W. Schaefer**, onetime Westinghouse and RCA engineer, recently special asst. to Philco engineering v.p. Leslie J. Woods, appointed Philco director of refrigerator and range engineering . . . **Charles L. Cade** appointed director of distributor sales for Sarkes Tarzian Inc., now entering replacement market . . . **Joshua Sieger** has resigned as engineering v.p. and Dr. Adolph H. Rosenthal elected v.p. and research director, Freed Radio . . . **Saul Feldman**, ex-Tele-tone, named controller of Jewel Radio . . . **Edwin G. Weber**, covering Chicago TV-radio trade for *Retailing Daily*, has resigned to join Philip Lesly Co., public relations, whose clients include Meck-Scott, Webster-Chicago . . . E. W. Ritter, mgr. of Westinghouse's new Electronic Tube Div., elected v.p., and E. V. Huggins elected to newly created post of executive v.p., Westinghouse Electric International Co.

Financial & Trade Notes: Sylvania achieved another record when its first 1951 quarter sales more than doubled those of same period 1950, and net went up threefold. Quarter was better than any full year save 1948 and 1950, president Don Mitchell told annual stockholders meeting in Boston this week.

First quarter sales were $60,631,085 vs. $29,347,911 for same 1950 quarter. Net earnings were $3,515,155, after providing $6,665,000 for Federal taxes, or $2.34 a common share, vs. net of $1,225,844 (77¢) same period last year. Net for whole of 1950 was $8,221,185 ($5.37 a share) on sales of $162,514,814 (Vol. 7:11).

President Mitchell said unfilled defense orders now amount to about $75,000,000, but it will be late in third quarter before shipments are substantial. He predicted TV sets, though now "a drug on the market," will be in short supply by fourth quarter. Stockholders approved increase in authorized common shares from present 1,500,000 to 2,500,000.

* * * *

Tele-tone's first annual report (since stock was placed on market in August 1950) shows $19,785,604 sales during 1950, up 65% from 1949, and net income of $1,083,525 before taxes, $646,372 after taxes. Common stock earnings were $1.36½ per share, dividends paid third and fourth quarters were 22¢ per share on Class A, 25¢ on Class C. There were 88,147 shares of $10 par Class A outstanding as of Dec. 31 out of 100,000 authorized. Of 1,000,000 shares of $1 common, 458,242 were outstanding. Earned surplus at year's end was $728,015. Report points to 20-fold increase in volume since firm began in 1945; shareholders totaling 1346 in 31 states; new plant in Elizabeth, N. J.; work on color TV (with CBS); manufacture this year of private-label TVs & radios for Sears Roebuck, Western Auto, B. F. Goodrich, Gamble-Skogmo, Rexall Drug, Walgreen Drug, Mercantile Stores Co. Company at end of year had 1654 employes. Disclosed also was fact that Tele-tone's public relations counsel is Benjamin Sonnenberg, who also represents CBS, notably on color.

Zenith consolidated sales for quarter ended March 31 were $37,053,064, net profit $2,228,709 after total taxes of $2,451,993. This is equal to $4.53 per common share on 492,464 shares outstanding. No comparisons were available because company has changed its fiscal year to end Dec. 31 instead of April 30, but recent annual report showed profit of $5,627,003 ($11.43 a share) on sales of $87,704,071 for 8 months ending Dec. 31, 1950 (Vol. 7:12).

International Resistance Co. report on 1950 business shows $11,085,109 sales, $1,056,638 net profit, or $1.01 per share on 1,010,757 shares of common outstanding as of Dec. 31. Year before, sales were $6,483,149, profit $347,529 (39¢). Backlog of orders at year's end was $4,424,830 vs. $687,308 year earlier. During 1950, firm converted 122,069 shares of preferred into common on basis of 2 common for each preferred; also retired 17,598 preferred shares in treasury. Remaining preferred (only 2583 shares after redemptions so far this year of 23,053) are now being redeemed.

Teco Inc., formed by Zenith to promote Phonevision and backed by $1,010,000 raised through stock issue (Vol. 6:15-16, 39, 40), reports disbursements and promotional expenses, chiefly salary and travel, of $22,452 from time of incorporation May 25, 1949 to Dec. 31, 1950. Organization expenses, mainly fees in connection with stock issue, totaled $34,418. President S. I. Marks' report to stockholders April 25 shows $925,159 in U. S. bonds, $16,466 cash, states: "Obviously, unless and until Phonevision is approved [by FCC], your company will not be engaged in any income-producing operations."

Television Digest WITH AM-FM REPORTS
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Mobilization Report
April 28, 1951

DEFENSE ORDERS AREN'T THE ANSWER: Defense Dept. and mobilization agencies are fully aware of vital necessity of keeping electronics plants going, safeguarding their skilled manpower reservoir -- but no one we've contacted feels that current letdown is due to mobilization program. Official attitude can best be summed up thus:

"We can hardly be blamed because you miscalculated your civilian markets and overproduced."

Short of upsurge of public demand for TVs, only thing that might really help now is more military production orders -- but military simply doesn't have that kind of money. Defense Dept. has pushed subcontracting and spreading of orders, and NPA has proved sympathetic to industry's woes by helping on cobalt, steel, aluminum, and in other situations. But these haven't solved problem.

RTMA chairman Robert Sprague, speaking to Armed Forces Communications Assn. last week, not only explained trade picture (Vol. 7:16) but posed what he called the "$64 questions": What will be the total military and civilian production for the third and fourth quarters of 1951? And for 1952? What are industry and individual company prospects? His answers were realistic, not too reassuring:

"Despite the rather sizeable allotment of public funds for the purchase of military electronic equipment and components, it seems apparent that the nation's military needs, short of an all-out war, will not absorb production facilities.

"Our latest information indicates that military electronics production will reach a peak annual rate of about $2.5 billion in the fall of 1952, and thereafter decline to an annual rate of about $1.5 billion. [Vol. 7:3]. This might appear to be a very heavy schedule of military production, if merely compared with the 1950 total output of about $2¼ billion. Actually, it probably will not absorb more than half of the industry's production facilities, even at its peak, due chiefly to the fact that military production dollars have about half the impact on our industry as civilian production dollars. This is due to several factors, but principally because a considerable portion of special and elaborate mechanical gear is obtained from manufacturers not considered a part of our industry.

"A disturbing aspect of the present rearmament program is that the military load is not, for a variety of reasons, evenly distributed throughout the industry. Perhaps it cannot be evenly distributed. Nevertheless, many manufacturers are in danger of being caught in a squeeze between material shortages on the one hand and insufficient or no military orders on the other. Already some of the smaller manufacturers are in this difficulty.

"This condition might not be alarming were it not for the recognized essentiality of electronics to modern warfare. Because of the importance of electronics to our national defense, it is dangerous to permit any significant number of manufacturers of either end equipment or components to fall by the wayside..."

* * * *

Four current industry problems were stressed by Leslie F. Muter, president of Muter Co., past president of RMA, speaking before same convention April 19: (1) Credit restrictions. (2) Stockpiling of critical materials. (3) Military contracting procedures. (4) "Pirating" of engineers. Said he:

"I believe that a more realistic program of credit and stockpiling must be quickly adopted or we will be struggling with deflation instead of the widely-heralded inflation." Stockpiling, he said, "is evidently being conducted on a basis that indicates a more serious situation than we have thus far been informed." He was glad to see more negotiated contracts replacing bidding since bidding frequently resulted in awards to companies poorly-qualified to deliver the goods. He added:

"I feel that the pirating of highly-skilled engineering personnel should be considered before additional contracts are placed with companies that do not possess the staffs and facilities to meet the problem."

Mobilization Notes: Appeals board with final authority to grant or deny individual adjustments under NPA orders was set up April 24 by NPA Administrator Fleischmann (NPA Reg. 5). Three-man board will hold open hearings (except where national security is involved) on appeals arising from denial of applications for adjustment or exception by NPA industry divisions. T. Munford Boyd, U of Virginia law professor, is chairman. Other members: Frank J. Peterson, former WPB labor consultant and Kansas City AFL Building Trades Council official; Jack M. Rorimer, ex-WPB appeals board member and onetime v.p.-secy., Empire Plow Co., Cleveland.

NPA has been reorganized to mesh with operation of Controlled Materials Plan (Vol. 7:15). Present 20 industry divisions have been expanded to 35, grouped under 4 overall bureaus, replacing Industry Operations Bureau. New bureaus are Industrial & Agricultural Equipment; Metals & Minerals; Chemical, Rubber & Forest Products; Textile, Leather & Speciality Equipment—with Electronics Div. coming under latter. Asst. administrator Horace B. McCoy heads Textile, Leather & Specialty Equipment Bureau; Norman W. Foy, Republic Steel official, has been named asst. administrator to head Metals & Minerals Bureau.

* * * *

Eleven certificates for rapid tax amortization of $6,665,741 in new plants and facilities for production of electronic equipment are included in DPA's latest list of certificates granted April 9-13. While electronic production certificates account for 11% of the 94 granted, they amount to only 3% of the $218,523,000 dollar-value approved during 4-day period.

Most of the electronic certificates are for expansion of tube production, including $4,088,390 for new Lansdale (Philco) tube plant at Frederick, Md., with 5-year write-off for tax purposes on 75% of that amount. Sylvania was issued 6 of the 11 certificates, giving that firm total of 10 certificates for $10,011,318 worth of expansion to date (Vol. 7:10-11, 16). Electronic tube production expansion certified by Govt. is generally for special-purpose tube types for which civilian production facilities can't be readily adapted. Over-all average allowance for amortization is 70%.

Sylvania was issued these necessity certificates for expansion at 5 localities: Electronic tubes—Salem, Mass., expansion valued at $346,893, with 80% of this amount to be amortized in 5 years; Montoursville, Pa., $216,756 at 80%; Emporium, Pa., $67,301 at 85%. Electronic tube production equipment—Warren, Pa., $165,290 at 85%; Radio-TV Div., Buffalo, $114,450 at 85%. Coils—Salem, Mass., $93,275 at 75%.

Other firms receiving certificates for expansion of electronic production facilities: Weston Electrical Instrument Co., Newark, air radio course indicator, $1,500,000 at 90%; Electrons Inc., Newark, electronic tubes, $35,000 at 85%; Resistance Products Co., Harrisburg, Pa., wirewound resistors, $25,110 at 80%; Chatham Electronics, Newark, electronic & radar tubes, $23,276 at 80%.

* * * *

Edwin T. Gibson, General Foods v.p., former deputy DPA administrator, was promoted April 27 to acting Defense Production Administrator to succeed—at least temporarily—Maj. Gen. Wm. H. Harrison who leaves post May 1 to return to presidency of IT&T. Some of Harrison's aides, including W. W. Watts, RCA v.p. on leave, may also quit to give new administrator freer hand in selection of staff. Edmund T. Morris Jr., Westinghouse Electronics & X-ray Div. director on leave, April 23 took over chairmanship of DPA's top-drawer Electronics Production Board (Vol. 7:11-12, 15).

THE FCC is going to have its hands full, once comments on allocations plan are in—all due by May 7 (Vol. 7:15). Questions of all kinds will be dumped in its lap, probably including some shockers.

Very few commercial interests have filed comments yet, but educational responses have begun to dribble in. There are likely to be hundreds of each by deadline. [We will summarize all comments after May 7 deadline.]

First station comment came from KTTV, Los Angeles. It points out dilemma: Station can't protect Grade A service of adjacent-channel station 60 miles away and at same time (a) meet minimum power requirements in serving city of 1,000,000 with antenna over 1000 ft. and (b) utilize maximum power with antennas over 500 ft. Station asks that adjacent-channel ratio be changed from 0 db to −6 db.

Educational issue is bringing such comments as these:

(1) U. S. Conference of Mayors and New York City's WNYC ask that municipalities be permitted to apply for reserved channels. FCC's proposal would admit only accredited educational institutions.

(2) U of Tampa says it can't afford station, but reports that Ted Mack offers it 20% of time and 10% of stock if he gets station.

Pittsburgh's Mayor David Lawrence, president of Conference, is all excited about TV, exhorting his confreres to stimulate local educators—apparently with occasional results. He says reserved channels "should never" be turned over to commercial interests. Some mayors have caught his enthusiasm—we've heard of Milwaukee's Zeidler, Binghamton's Kramer, St. Louis' Darst. Interestingly, KSD-TV's George Burbach is serving as advisor to educational committee in St. Louis.

Focus of educational activity, Joint Committee on Educational Television, was formalized this week. Executive director and secretary is Richard Hull, WOI-TV, Ames, Ia. (country's only educationally-owned station). Telford Taylor and Seymour Krieger continue as counsel. Stuart Haydon is general consultant (publicity, etc.). Chairman is Dr. Edgar Fuller, of National Council of Chief State School Officers; Dr. David Henry, president of Detroit's Wayne U, is vice chairman.

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FCC would allocate entire spectrum, including govt. frequencies, under bill (S. 1378) introduced this week by Sen. Edwin Johnson, chairman of Interstate & Foreign Commerce Committee. It's his reaction to recommendation of Communication Policy Board that President set up board to coordinate govt. frequency users (Vol. 7:13). Says Sen. Johnson: "This bill would get rid of the dog-in-the-manger attitude of govt. users who waste frequencies." Asked if he thought FCC would need to be enlarged to handle new duties, he said: "No. They've got plenty of people, plenty of time." Bill provides for following to be inserted into Sec. 305(a) of Communications Act: "All such Government stations shall use such frequencies as shall be assigned to each or to each class by the Commission under rules and regulations prescribed by it and which shall be approved by the President. The Commission may hold public hearings in connection with the assignment of frequencies to such Government stations and shall make public announcement of such assignments, except when the interests of national security require the withholding of information with respect to any such assignment." Regarding phrase "approved by the President," Sen. Johnson says: "I have no worry about FCC's ability to sell the President on its rules and regulations."

Defense Production Inquiry Center will be set up about May 1 by NPA and DPA in main lobby of old Govt. Accounting Office Bldg., 5th & G Sts. NW,

NBC Count of TV Sets-in-Use by Cities

As of April 1, 1951

Estimates are sets within .1 Mv/m contours (60 mi.), excluding overlaps

LOWEST accretion to TV audience since TV sales began swift zoom upwards 2 years ago occurred in March when 423,100 sets were sold—making grand total of 12,171,500 sets-in-use as of April 1, according to NBC Research's monthly "census" report released this week. This compares with 601,900 sales in February (Vol. 7:12), 593,000 in January (Vol. 7:8). These are the breakdowns (consult individual stations for estimates of number of families within range):

Area	No. Stations	No. Sets
Interconnected Cities		
Ames (Des Moines)	1	54,500
Atlanta	2	104,000
Baltimore	3	292,000
Binghamton	1	36,200
Birmingham	2	49,300
Bloomington, Ind.	1	16,000
Boston	2	721,000
Buffalo	1	198,000
Charlotte	1	68,600
Chicago	4	915,000
Cincinnati	3	250,000
Cleveland	3	454,000*
Columbus	3	143,000
Davenport-Rock Island	2	53,900
Dayton	2	125,000
Detroit	3	455,000
Erie	1	45,900
Grand Rapids	1	78,400
Greensboro	1	63,900
Huntington	1	41,300
Indianapolis	1	124,000
Jacksonville	1	30,000
Johnstown	1	82,200
Kalamazoo	1	36,200
Kansas City	1	115,000
Lancaster	1	88,300
Lansing	1	49,000
Louisville	2	86,700
Memphis	1	83,000
Milwaukee	1	233,000
Minneapolis-St. Paul	2	256,000
Nashville	1	27,100
New Haven	1	150,000
New York	7	2,300,000
Norfolk	1	64,400
Omaha	2	72,800
Philadelphia	3	829,000
Pittsburgh	1	250,000
Providence	1	145,000
Richmond	1	74,000
Rochester	1	79,200
Schenectady	1	152,000
St. Louis	1	282,000
Syracuse	2	114,000
Toledo	1	89,000
Utica	1	40,700
Washington	4	254,000
Wilmington	1	62,000
Total Interconnected	81	10,333,600
Non-Interconnected Cities		
Albuquerque	1	7,900
Dallas	2	113,000
Fort Worth	1	
Houston	1	73,100
Los Angeles	7	900,000
Miami	1	60,000
New Orleans	1	54,400
Oklahoma City	1	84,400
Phoenix	1	37,500
Salt Lake City	2	42,600
San Antonio	2	43,300
San Diego	1	92,000
San Francisco	3	179,000
Seattle	1	80,900
Tulsa	1	69,800
Total Non-Interconnected	26	1,837,900
Total Interconnected and Non-Interconnected	107	12,171,500

* March 1 estimate. Figure for April 1 not available until early in May. Bureau of Business Research, Western Reserve University, making audit of TV set figures.

Chances of McFarland Bill's passage (Vol. 7:4-15) appear somewhat improved after hearings every day this week before House Interstate & Foreign Commerce Committee. Separation of Commission and staff (in contested hearings) and easing of stations' renewal burdens remain most controversial issues. This week, CBS, NBC and Federal Communications Bar Assn. joined rest of industry in supporting most provisions of bill, although CBS supports FCC on separation issue. Committee members have begun to show understanding of problems, and, since bill has come up early in session, some sort of FCC "streamlining" legislation may well result. Senate has already approved bill.

FCC set theatre-TV hearing for Sept. 17, issued list of issues which include: (1) Whether common carrier facilities can't do job. (2) What frequencies and how much are needed. (3) Whether public needs or demands service. (4) Data on technical and program feasibility. (5) Whether, if approved, theatre-TV should be considered as common carrier. Appearances must be filed by Aug. 15. Setting of date comes more than year after FCC said it would hold hearing (Vol. 6:2, 9), will be culmination of exhibitors' interest in establishing theatre-TV service (Vol. 5:36 et seq).

Telecasting Notes: Manuel Alonso, newsreel producer and holder of CP for new Channel 2 station in Havana, reports his station probably won't be ready for operation before end of year. RCA equipment is being shipped, he states, and building construction will begin in May, requiring about 4 months . . . Projected Storer-backed station in Havana on Channel 7 (Vol. 7:9) is now "up in the air"; decision expected soon whether to go ahead . . . Whether Gen. MacArthur's May 3 testimony before joint Senate committees will be telecast (he says he's perfectly willing), will be determined in day or two . . . Promotion-wise CBS took advantage of this week's Waldorf-Astoria conventions of AP and American Newspaper Publishers to put on 4 color TV demonstrations, using 17-in. drum receiver, viewed by 250 editors and publishers, some owning TV-radio stations; shows drew high praise from viewers . . . Closed-circuit TV setup during April 26-29 Greater Portland Industries Exposition, operated by RCA traveling crew under Dick Hooper, gave that Oregon city, one of biggest still without TV, foretaste of eventual service; big Meier & Frank dept. store had receivers operating in show windows and auditorium, besides the 15 sets at exposition . . . Detroit Edison took half hour on WXYZ-TV to telecast employe meeting this week, with company brass appearing and film on firm's progress featured; it was designed as sort of "report to stockholders" . . . Milwaukee's WTMJ-TV April 30 moves weekday sign-ons from 12:30 p.m. to 9:30 a.m., which has been Sat. & Sun. schedule since last fall; it adds 15 hours a week to make total of more than 100 hours of telecasting weekly . . . WTOP-TV, Washington, May 15 raises base hour rate from $450 to $550, one-min. from $100 to $120.

Peabody Awards went to 3 TV programs this week, while third got special citation for educational value. Jimmy Durante (NBC) got award for TV entertainment, *Zoo Parade* (NBC) and *Saturday at the Zoo* (ABC) shared award for best children's program. *Johns Hopkins Science Review* (DuMont) got special citation as educational program. Special award went to ABC for "resisting organized pressure" and reaffirming "basic American principles" by refusing to cancel Gypsy Rose Lee radio show on grounds she was listed in *Red Channels* as communist. President Robert Kintner, on assurance from Miss Lee that she wasn't even a Red sympathizer, refused to bow to pressure from American Legion.

Sale of KFMB & KFMB-TV, San Diego (Vol. 6:46) to John A. Kennedy, former Charleston (W. Va.) broadcaster, former publisher of old *San Diego Journal*, present 48% owner of WSAZ & WSAZ-TV, Huntington, W. Va., was approved April 25 by FCC. Purchase price was $925,879 for 100% of stock interest of Jack O. Gross. Other TV station sales last year: WOIC (now WTOP-TV) to *Washington Post*, 51%, CBS 49%, price $1,400,000 (Vol. 6:25); KBTV (now WFAA-TV) to *Dallas News*, price $575,000 (Vol. 6:4, 11); KLEE-TV (now KPRC-TV) to *Houston Post*, price $740,000 (Vol. 6:13, 21); KTSL, Los Angeles, to CBS, price $333,765 plus $228,000 yearly rental of facilities for 10 years (Vol. 6:52).

Two applications for TV stations this week, bringing total to 399, were from Northwestern Theological Seminary & Bible School (KTIS), Minneapolis, for Channel 9; *Wichita Falls* (Tex.) *Record News* (KTRN), for Channel No. 6. [For further details about applicants, principals, etc., see *TV Addenda 12-P* herewith; for listings of all applications to date, see *TV Factbook No. 12*, with Addenda to date.]

Milwaukee union leaders complain TV has cut attendance at union meetings as much as 50%.

MARTIN CODEL's

AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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FACTORS IN CBS PROPOSAL TO BUY ABC: Deal has been made whereby CBS would buy ABC, retain ABC's TV stations in Chicago, Detroit and San Francisco, then re-sell the ABC radio network and its two remaining TV stations in New York and Los Angeles.

Sale price was reported as $28,000,000 by New York Times, whose ace radio reporter Jack Gould May 4 broke front-page story that had the broadcasting industry in a veritable dither at week's end -- particularly CBS and ABC affiliates.

Principals are obviously pledged to secrecy, had apparently hoped story wouldn't leak until they could wrap up "package deal" to present to Washington. Not only must FCC rule on it, but Dept. of Justice might look into anti-trust implications should elimination of competition be involved. Mr. Gould reported May 5, obviously from CBS sources, that plan does not contemplate scrapping ABC network.

"No comment," was laconic reply to inquiries put to as many principals as could be contacted -- but no one undertook to deny report. Even in banking circles, it was indicated some sort of deal was afoot -- and considerable interest revolved around identity and motives of person or persons who sold and bought block of 35,000 shares of Class A CBS stock recently through Glore, Forgan & Co.

Only officers-directors holding that much are chairman Wm. S. Paley (98,510 shares of A) and the Levy brothers (Isaac 31,826 shares, Leon 14,100) -- aside from their Class B holdings of 251,900, 20,475, 40,900 shares, respectively.

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It was no secret that CBS had approached several prospective customers with proposal they continue ABC's AM network, line up new TV network with ABC-TV stations in New York and Los Angeles that CBS doesn't need. Gould indicated sale price for what's left after CBS takes what it needs from ABC purchase would be $18-20,000,000.

Among those approached, we learn, were Philadelphia Inquirer publisher Walter Annenberg, whose WFIL & WFIL-TV are ABC affiliates; Chicago Tribune's Col. Robert McCormick, whose WGN is a basic MBS outlet, his WGN-TV a DuMont TV outlet, and who might be interested in building up an MBS-TV network; the National Grange, which in past has shown interest in acquiring an AM network; very likely others.

This is conjecture, frankly, and there isn't time at deadline for adequate check -- but it wouldn't be surprising if either Fort Industry (George Storer), Cowles-Look, Crosley, Yankee-Don Lee (Wm. F. O'Neil-General Tire), Time-Life or Meredith Publishing Co. (Better Homes & Gardens) interests are involved or contemplated as prospective purchasers. All have indicated expansionist ambitions in TV.

Storer owns TV stations in Detroit, Toledo, Atlanta, AMs in same cities plus Cincinnati, Miami, Wheeling, Fairmount, W.Va. Cowles publishing group has AMs in Des Moines, Boston, Yankton, S.D., no TVs (though owners of Minneapolis WTCN-TV & WTCN have small interlocking ownership with Cowles newspapers there); and there has been recurrent talk of possible sale of CBS's 50-kw Minneapolis WCCO (AM) to Cowles.

Crosley has TV stations in Cincinnati, Columbus, Dayton, besides its AMs WLW in Cincinnati and WINS, New York. Yankee recently bought Don Lee Network, sold off its one TV station (KTSL, Los Angeles) to CBS (Vol. 6:42-45); it's one of owners of

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MBS, and Tom O'Neil runs Yankee-Don Lee, is MBS chairman. Time-Life has long eyed TV, once held block of CBS stock. Meredith had big TV plans pre-freeze, did start TV station WHEN in Syracuse, is still applicant for Albany and Rochester.

Foregoing are some of more obvious prospects in deal which May 4 AP dispatch also confirmed, but stated was in "an exploratory, still nebulous stage at best."

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In view of silence of CBS and ABC officials, no specific details are available -- but speculation was rife. Reasonable facts and deductions added up to this:

(1) Deal is far from fait accompli, though it's understood CBS chairman Paley and president Stanton, ABC president Kintner and v.p. Hinckley have made some soundings in Washington. It's predicated on ability to sell what remains after CBS should absorb into own network ABC's WENR-TV, Chicago; WXYZ-TV, Detroit; KGO-TV, San Francisco. That would leave WJZ-TV in New York and KECA-TV in Los Angeles, plus AM network with its 5 owned-and-managed stations to be sold; also would mean CBS would have to divest itself of its 45% of WTOP-TV, Washington, for it cannot own more than 5 TV outlets and already has WCBS-TV in New York and KTSL in Los Angeles.

(2) Without its profitable TV stations, and facing bitter competitive struggle now under way among AM networks, ABC radio network faces uphill fight for commercial survival. It runs poor third among networks in AM billings, also TV network billings (Vol. 7:17), has poor recent record of earnings (Vol. 7:17), must meet AM rate cuts already announced by CBS and NBC. This deal again makes clear ABC is on block, despite frequent disavowals (Vol. 7:13-14).

(3) Relations between AM networks and affiliates, especially CBS's & ABC's, are becoming more and more strained -- may be aggravated by this move. CBS affiliates are still smarting under rate cuts suddenly sprung on them (Vol. 7:15-17); and ABC members, unhappy about poor billings, now wonder just where they stand. Already, recriminations abound, as TV impact on radio structure takes on curious, confusing and high-finance twists.

(4) Congressional and FCC reaction isn't hard to guess if net effect is to reduce competition -- even though many hard-headed observers of the commercial scene find it hard to figure how more than 3 AM networks can survive current changes -- maybe not more than 3 TV networks too. At FCC, everybody professed to be astonished at news. Competition has become a shibboleth there; only 8 years ago, in 1943, the then FCC chairman James Lawrence Fly led move to force NBC to get rid of Blue Network for sake of more competition, and it was purchased for $8,000,000 by Ed Noble and associates, becoming ABC.

Hint of political obstacles is contained in statement by Sen. Ed Johnson, who heads committee with all-powerful sway over FCC, radio and TV. He said:

"In principle, I'd be opposed to such a merger. I'm against any move towards monopoly in the broadcasting network business. I'm dubious about such a merger, unless there are factors involved that I know nothing about. I should think our committee would want to move in and learn all the facts involved. I'm for competition and lots of it. There's already too much monopoly in the radio business."

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Eager quest for TV stations, of which there are now only 107 though channels could have been had for the asking only a few years ago, is evidenced not only by CBS-ABC deal and intense interest in freeze-thaw (see p. 4), but also by station sales deals of last year (see p. 12, Vol. 7:17) and others known to be cooking.

At least 2 Midwest TV stations are currently subject of sale negotiations in 7-figure sums. Networks aren't involved; details should be revealable soon.

TV SPONSORS STICK, NBC-AM RATES CUT: TV networks say they're holding onto most of their evening sponsors through summer -- most with same shows, some with substitute shows. If reaction of public is good, they think pattern for year-round sponsorships will have been established, contrary to hiatus precedent of radio.

Summer schedules are now being aligned, so it's too early to secure exact data. But CBS-TV's Jack Van Volkenburg says virtually all sponsors are staying on, definite orders on hand already from 80%. NBC-TV's Frank Reed reports 5 full-hour

shows sticking, 3 sponsors holding time with replacements, others now being signed. ABC-TV's Fred Thrower reports 15 out of 43 accounts definitely committed for summer, only 2 as yet definitely off for summer. DuMont's Chris Witting reports 7-8 commercial hours per week certain to stay this summer, no vacation requests yet.

What's holding the sponsors seems to be the desire to hang onto time spots on still-restricted network lineups, since there are so few cities with enough competitive outlets due to station freeze. There's also incentive of summer "bargain" rates and conditions (Vol. 7:15). On station side, adjacencies to network shows are proving bonanza -- and such spots are easy to sell.

Radio network picture isn't too bright, by contrast, mainly because of rate cuts starting mid-summer and frankly forced by TV. As did CBS a few weeks ago (Vol. 7:15 et seq), NBC this week announced across-the-board cut of 15% on 8-10 p.m. time, 10% on 1-8 p.m. time, effective July 1 -- so it's only matter of days before ABC and MBS reveal their reductions. Simultaneously, NBC dropped 20 AM staffmen, plans more of same, hopes to absorb such personnel in TV depts.

Though affiliates are still bitter, network people say radio rate cuts are having effect of (1) keeping some sponsors on air who were ready to cancel, and (2) attracting new sponsors. But April 28 Billboard quoted consensus of ad folk as saying that, with TV getting stronger, with more TV stations to come, radio rates may have to be cut again in year or so. And "virus" is spreading to spot, with Esso's agency Marschalk & Pratt writing all stations carrying Esso Reporter that it feels CBS cut was "a step in the right direction, especially in those cities where TV is gaining strength...We assume similar reductions will be made in spot rates."

It's no secret that stations now look to increased spot and local business to hold up revenues, some even talking of raising such rates. Broadcasting Magazine calls network rate cuts "emotional spasms," suggests industry-wide research to prove value of radio. Advertising Age, same date, hails reductions as "stabilizing rate structure of radio," referring to "devious manipulations" by which stations and networks had been making time deals anyhow.

END-OF-FREEZE HOPES, UHF ENTHUSIASM: First TV grants by Dec. 1, first new stations on air by mid-1952. That's latest estimate by FCC Chairman Coy, who outlined freeze-ending procedures in April 30 address to National Newspaper Promotion Assn. His guess isn't too far off from ours (Vol. 7:17). Coy also reiterated faith in uhf and doggedly plugged CBS color.

Coy's failure to mention "partial" unfreezing has led some to believe everything may have to await ultimate decision on whole allocation. This would include hoped-for "quick" unfreezing of vhf stations in Territories, increases in power for existing stations, grants of uhf everywhere. But FCC's answer on partial unfreezing won't come until it has studied all comments on allocation plan (see p. 4).

To back up his hopes for uhf, Coy pointed out that it will serve 30-40 mile radius, contrasted with hundreds of AMs covering 15-20 miles day, 3-5 miles night.

RCA has spent $2,500,000 in uhf research, chairman Sarnoff told May 1 stockholders meeting. "Our engineers," he said, "taking the initiative in pioneering the upper frequencies, have determined that a major expansion is practical and possible at uhf. By adding a simple and inexpensive converter, owners of present TV sets can enjoy high quality reception from uhf as well as the vhf."

Enthusiast John Poole, Long Beach, Cal. (Vol. 6:21,27), this week asked FCC permission to conduct propagation tests from Mt. Wilson, using 15-kw beamed signal.

FCC is worried about transmission line losses in uhf. It has written manufacturers, asking for answer to this problem: For 1000-ft. tower, using some 1200 ft. of 3⅛-in. line, only 20% to 30% of power would get to antenna at 890 mc. A 6⅛-in. line would be more efficient, except that undesirable reflections, etc., might arise. Commission wants to know what can be done about it.

RCA is reported offering 10-kw transmitter (Type TTU-10A), plus 20-gain antenna and monitoring equipment, for $180,000. Delivery dates aren't indicated, but "late 1952" is considered likely.

That 1-kw uhf transmitter of GE's (Vol. 7:15), will cost $75-100,000, in-

cluding associated equipment, deliverable in about 18 months, the company says.

Federal Telephone & Radio points out that it produced first 1-kw unit for 490-mc, for CBS in 1946 and states it will have uhf transmitters "when required".

Federal also reports increased vhf activity, saying 2 of last year's new stations use its transmitters, that 2 more will be delivered within 60 days, that company has number of additional orders on hand.

Zenith unleashed another full-page ad in April 29 New York Herald Tribune, stating: "FCC Announces Plans For 10 TV Stations For New York City-Newark...3 in the New Ultra-High Frequency Channels! And Zenith Sets Need No Converter!"

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NPA hasn't set policy on materials availability for transmitters and towers, but its Electronics Division this week submitted plan to top echelon, making some provision for them (see p. 13). NPA climate appears favorable at this moment.

TV-radio station construction is no longer exempt from NPA building restrictions (Vol. 6:3,6). In move designed to save structural steel for defense and defense-supporting civilian programs, NPA May 4 amended M-4 order to require specific authorizations to build or make major alterations on TV-radio broadcasting buildings and newspaper plants. Larger apartment house and luxury home construction are major targets of new ruling.

FREEZE COMMENTS BEGIN, DELAY FEARED: Flood of TV allocation comments -- first wave -- broke on FCC this week when educators filed some 200 statements. Second wave -- from commercial stations and applicants -- will arrive on May 7 deadline. Some of latter, like strongly-worded petition filed this week (see below) may augur delays of various sorts, including even possible court action.

[Note: We'll summarize all the comments filed after they're all in.]

Among comments on allocation principles to come next week will be requests for: changes in height-power-interference ratios, correction of uhf terrain factor, lifting of 200-kw ceiling on uhf, changes in Gulf area channel spacings.

City-by-city comments will include the obvious -- opposition to educational reservations and channel-juggling to provide more vhf stations. A number are bound to say: "We're willing to take a reduction in power in exchange for slight reduction of 180-mile separation." Others will point out: "City-to-city, we're just under 180 miles, but transmitter-to-transmitter we're over 170-mile minimum."

DuMont is filing whole new allocation proposal, with prime objective of getting more channels where population density is greatest -- furthering network competition. It will stipulate new system of "priorities," claiming them to be more realistic than FCC's. DuMont claims FCC hasn't stuck to its own priorities.

DuMont is even using big electronic computer at MIT to evolve answers to complex allocation formulas, reports results so far are very encouraging.

It has also prepared elaborate map for hearing, with lights representing top 300 markets. Lights are actuated by punched cards, can show at a glance which channels are reserved, which are occupied, how each channel is allocated, etc.

DuMont plan reduces amount of vhf-uhf intermixing, but says survey of applicants indicates uhf will go ahead fairly well, even in intermixed areas.

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Vast majority of comments from schools -- large and small -- are almost identical. Actually, most merely filled out or followed a form, saying they commend FCC for reserving channels, hope to make use of them eventually although they have no plans now. And in cities where only uhf is reserved, they regret that vhf isn't set aside. A very few say they plan to apply for stations soon.

Joint Committee on Educational Television, formed to conduct campaign and aided by Ford Foundation money (Vol. 7:17), will again carry ball for educators when city-by-city hearings begin June 11. In its comments, it asks for (a) reservation of "flexibility" channels (see TV Allocation Report) where no others are available, (b) change in "priorities" to specify an educational service to all parts of U.S., (c) vhf reservation even in cities with fewer than 3 vhf channels, (d) a chance of

some sort at vhf channels in "closed cities" where all vhf are now occupied -- presumably at renewal time.

Educators and Comr. Hennock don't see eye to eye any longer on question of "percentage" reservation. Miss Hennock keeps plugging for 25% of all channels. Educators, JCET at least, have dropped talk of percentages, merely ask for "more".

Ford Foundation came across again, to tune of $260,000, for Iowa State College's WOI-TV -- though it's on FCC lists as a commercial outlet since it takes such programs from all networks. At week's end, Foundation granted $300,000 for "tape network" of National Assn. of Educational Broadcasters, to be administered by Lowell Institute, Boston. Institute itself has applied for FM, presumably will go for TV.

Sen. Benton took up cudgels again in May 3 closed-circuit address from New York to Columbus, Ohio, meeting of Institute for Education by Radio-TV. The Senator has been working closely with JCET, its counsel Telford Taylor (who recently joined board of Skiatron, promoter of Subscriber-Vision; Vol. 7:17), and Ford Foundation. He suggests that Congress might make "grants-in-aid" to support educational TV, that FCC put the bee on commercial stations for more "public service," that educators become "publicists and promoters and politicians."

Sen. Benton tells us he's reexamining his resolution (S.Res. 127, calling for 90-day Congressional study of educational question) to see whether it needs changing. He said Senators Johnson and McFarland have assured him hearing soon.

Percentage of time on commercial stations seems to be Sen. Benton's major motive now. Here's how he puts it: "I'd rather have one hour every night on NBC than an educational station in every state."

He also continues pitch for subscription TV -- a la Skiatron's Subscriber-Vision and Zenith's Phonevision -- thinks they'd contribute to education in addition to "providing healthy competition" to an "advertising-supported system."

In speech to the Ohio group, Comr. Hennock said she wants 500 channels reserved instead of 200, that "the obstacle of funds has been overrated."

New York's Rep. Emanuel Celler renewed lobbying for his bill (H.Res. 3542) to make commercial stations devote 25% of their time to "non-commercial, educational programs, sustained or sponsored." In letter to New York Times May 4, he again labels channel reservation idea "unworkable and undesirable."

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Spokesman for the radio broadcasters, many standing to be left out in cold in view of paucity of channels and educators' slice, Broadcasting Magazine was quite bitter in its editorial attack April 30 on Hennock scheme. It stated:

"In unvarnished words, this is a crusade for socialized TV...Our school systems are in dire financial need. Teachers are under-paid. New construction is needed. The entire program lags. Then how can prudent government, whether local, state or Federal, espouse TV stations involving an initial investment of half a million per entity plus annual operating overheads (deficits) to match?

"There must be a reason. It is the lust for power -- political power and perpetuation of politicians in office..."

Opposition from Sen. Johnson is indicated, for he said: "I doubt very much that any educational institution in Colorado will attempt to operate a TV station in the next 20 years. The cost is way beyond them. They're having a hard time keeping their doors open, let alone spending $1000 a day to operate a TV station. I can't speak for other states, but I certainly can for Colorado."

And some ostensibly well-heeled schools have approached lawyers with query: "Can't we become partially commercial somehow?"

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Filed this week was potentially significant document from WKMH, Dearborn, Mich. Station owner Fred Knorr stuck his neck out, cautioned FCC that its freeze-ending procedures appear to violate statutes and "invite court action" -- making possible more years of delay. At same time, petition said "no threat of court action" was intended, and it suggested method of lifting freeze "almost immediately."

Laws violated, according to petition (not an allocation comment) filed by

counsel Bingham, Collins, Porter & Kistler, include Sec. 4(b) of Administrative Procedures Act, Secs. 307(b) and (c) of Communications Act. Generally, petition contends that FCC hasn't given parties full opportunity to participate in rule-making; that Congress hasn't delegated authority to make channel reservations; that channel allocations must be guided by demand, rather than fixed allocation plan to be changed only by rule-making.

In lieu of present procedures, petition suggests that allocation plan be placed in engineering standards "as a guide." According to counsel, this could mean lifting of freeze within couple months. Otherwise, they fear, whole procedure is extremely vulnerable to tieup in courts anywhere along the way -- even after grants have been made. For example, a single court test of any of the 31 proposed channel shifts, they say, could throw whole allocation into litigation for 2-3 years.

Similar word of caution will be voiced by Federal Communications Bar Assn. in petition to be filed shortly (Vol. 7:17).

OLD ORDER MAY CHANGE IN FCC SHAKEUP: FCC underwent something of a revolution this week -- in move that didn't make newspaper headlines but can have enormous influence on its future actions.

It removed Harry Plotkin, assistant general counsel, from driver's seat on broadcasting matters, picked chief engineer Curtis Plummer to head newly established Broadcast Bureau which will have vast authority over aural and visual broadcasting.

Plotkin is widely regarded as prime architect of much Commission policy, the "master mind" behind recent moves arousing bitter controversy. He's a brilliant, persuasive, relentless advocate of greater and greater govt. control over industry.

FCC vote of 5-2 was harsh defeat for Chairman Coy, Plotkin's staunchest supporter. Only he and Comr. Hennock voted for Plotkin. Until month or so ago, it was considered virtually unthinkable that anybody else would get prize $11,200 job.

Hennock vote was surprise, for she's at constant odds with Coy (she's suspected of harboring ambition to be next chairman) and it was she who once gave Plotkin fiercest public tongue-lashing we've ever heard in FCC hearing room (Vol. 6:48), accusing him of underhandedly sabotaging her pet educational TV program.

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All isn't settled yet, since Plummer's second in command is still to be named. He may want Plotkin, since they've worked together for years. But FCC majority could reiterate what some lawyers styled "lack of confidence vote" by refusing to accept Plotkin, who has gained enmity of considerable proportion of FCC bar.

Future policy also may rest on choice of 5 division chiefs under Plummer. If they're "Plotkin men" -- and he has gathered devoted group around him -- his thinking is likely to be perpetuated to considerable degree.

Even Chairman Coy's future is drawn into speculation -- whether he can now hold majority of commissioners, as in past; whether he will seek renomination before term expires June 30. Despite number of unpopular actions he's supported, political consensus seems to be he can have job if he wants it.

Some think he wants to get out -- because he needs more money, because of sheer physical strain of fierce intra-FCC and extra-FCC struggles, huge work load.

"But Coy never runs from a fight," his friends say. Since Commission is always under attack, there's plenty to keep him going. Even this week, resolution to investigate Commission (H. Res. 214) was introduced by Rep. Bernard W. Kearney, Republican, of Gloversville, N.Y. He's member of Un-American Activities Committee, says he has reason to suspect group within FCC of pro-Communist leanings -- an old story not likely to stand up, probably stemming from Lawyers Guild members on staff.

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What kind of broadcast boss Plummer will be, only time will tell. Up to color decision, he had firmest kind of support from industry as well as Commission. It's not known how much he contributed to decision itself, notably its ill-starred bracket-standards gimmick (Vol. 6:35, et seq) -- but he's held responsible.

Credit for highly-commended engineering aspects of TV allocation plan must

be placed on his shoulders, as should his sound record as chief of TV engineering. It's uncertain who will get chief engineership, but appointment is expected from within. Principal contenders seem to be Edward W. Allen, technical information chief; Edward W. Chapin, lab chief; George S. Turner, asst. chief engineer for field services and monitoring; James E. Barr, chief of AM broadcasting.

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Broadcast Bureau plan is effective June 4, part of program of functional reorganization. Other two bureaus are Common Carrier and Safety & Special Services. Most TV-AM-FM jobs are taken away from general counsel, chief engineer and chief accountant, put under head of Broadcast Bureau. In bureau will be 5 divisions, each to have chief: Aural Facilities (AM-FM), Television Facilities, Renewal & Transfer, Hearing, Rules & Standards. Race is now on to see who gets coveted jobs. Plummer says he hasn't decided; in past, chief's preferences have carried great weight.

INDUSTRY AGREED ON COLOR SYSTEM: Color fight is warming up again, as everybody stands by each Monday awaiting Supreme Court decision.

This week, Ad Hoc color subcommittee of National Television System Committee (Vol. 7:1), top-level all-industry group whose counsel FCC followed in setting up monochrome standards, has completed its work, reported to whole NTSC.

Results are now undergoing field testing, and NTSC members are so hot about them that they say Court's decision will have little bearing on accelerated efforts to perfect compatible system, place it before FCC.

Details are being withheld, but among new developments is an "oscillating color sequence" -- said to reduce susceptibility to interference by 6-8 db, produce steadier color, move color carrier up to 4 mc, make system "even more compatible."

This apparently is what New York Times' Jack Gould saw on his home set May 2, leading him to write front-page story May 3 which reported reception of picture "superior to the monochrome images normally seen."

RCA had begun off-hour experimental transmissions, which will continue. It's plain now that RCA's plans, once Court decision is rendered, embrace public demonstrations, sponsor-product shows, networking, remote pickups.

Philco and DuMont are also conducting field tests, while all other NTSC members are being urged to build color sets to test available signals. Hazeltine continues its color classes, is starting fourth 2-week course of 20 engineers each.

CBS plans Denver closed-circuit public showings of its system. It's Sen. Johnson's home state, and affiliate KLZ is cooperating in May 14-18 demonstrations. RCA picked next-biggest non-TV city, Portland, Ore., gave it first taste of TV this week with black-and-white demonstrations in cooperation with U of Portland.

KINE-RECORDINGS BIG FACTOR IN TV: Much of the future of TV programming depends on kinescope recordings -- otherwise called kines, TV-recordings, tele-transcriptions.

Despite early thinking that they would lose their importance as networks expanded and more films were produced for TV (to say nothing of release of feature films from big producers' vaults; see Vol. 7:13,16), it's increasingly apparent that off-the-camera films of TV shows will gain added importance with time.

Consensus of experts at May 1 session of Society of Motion Picture & TV Engineers in New York this week seemed to be that, despite their present deficiencies, kines will be answer to (1) high cost of intercity coaxial and/or microwave hookups; (2) programming of independent or non-interconnected TV stations; (3) delayed programming, where station time cannot be immediately cleared; (4) such complications as daylight saving time, time zones, etc.; (5) auditions and records.

Thus kines will serve same purpose -- possibly on bigger scale -- as radio transcriptions, now an enormous factor in broadcasting and capable of quality every whit as good as live shows.

Even today, it was noted, top TV shows are being kine-recorded, shipped to our troops overseas for showings in their cinema setups. Among the more noteworthy developments reported at SMPTE meetings were these:

(1) Some 3,000,000 ft. of 16mm film per week are already being processed by

TV networks, based on 120 hours of original negative. That's equivalent of 60 two-hour films per week. This year, networks will make 40,000 prints, each to be shown at least twice. This information came from CBS's Howard Chinn, NBC's Frank Lapore.

(2) Kine-recordings for military training films were described by Navy's Lt. Comr. J. S. Laffin, who said, "Pictorial quality, while not up to motion picture standards, is acceptable for most types of subject matter...Pictures look better than a purely mathematical analysis of resolution would indicate."

(3) How kine recordings might be used to make Hollywood movies, with consequent savings in production costs, was described by G. R. Stevens, of Television Film Productions Ltd., London. He told of British experiments whereby TV camera chain, instead of film camera, is used to "shoot" a scene, with best shots recorded on film off face of monitor tube. This permits director to edit scenes before they are recorded on film, thus eliminating repeated film shots, lengthy editing processes. Idea presupposes that kine recordings will be of same quality as today's motion picture films. Similar experiments are being conducted in Hollywood.

Personal Notes: Jack P. Blume, FCC examiner, resigned May 1 to join law firm headed by former FCC chairman James Lawrence Fly, heading newly-opened Washington offices at 1028 Connecticut Ave. (headquarters are New York). Firm will henceforth be known as Fly, Shuebruk & Blume. Blume was examiner in San Francisco and Detroit TV hearings (no decision rendered due to freeze) and in Paramount-DuMont case . . . Rodney Chipp, DuMont Network engineering director, leaves May 18 on business-vacation flying trip to Europe, accompanied by Mrs. Chipp, who is also an engineer; she's v.p. and chief engineer of Newark Controls . . . Theodore C. Streibert, president of WOR & WOR-TV, left May 1 for Tel Aviv, Israel, on inaugural flight of new El Al Israel Airlines, returning May 22; he was subject of sketch April 30 in "Business & Finance Leaders" column in *New York Herald Tribune* . . . Robert N. Wold, ex-Knox Reeves Adv., named promotion mgr., WTCN & WTCN-TV, Minneapolis . . . James Kilian promoted to asst. program mgr., WAAM, Baltimore . . . Jack Barlass, ex-Meredith Publishing Co., named executive v.p., Princeton Film Center . . . Paul Monroe named executive director of TV-radio production, Theodore Gannon director of program development, Wm. H. Weintraub & Co. . . . Irvin B. Levin new head of TV-radio dept., Degner & Associates, L. A. . . . Tom Wright, ex-BBDO, joins Dundes & Frank Inc. as TV-radio director . . . Robert Gillham, TV-commercial film v.p., J. Walter Thompson Co., has resigned to join Cunningham & Walsh . . . Florence Smith, ex-H. B. Humphrey Agency, appointed TV-radio timebuyer for Hewitt, Ogilvy, Benson & Mather, N. Y. . . . Howard Chernoff, ex-West Virginia Network, named mgr. of KFMB & KFMB-TV, acquired by purchase by John Kennedy interests (Vol. 7:17) . . . Edward L. Sellers, director of FM dept. of NARTB, resigns May 1 to join Carl Byoir & Associates, public relations counsel (for RCA, among others) . . . Leroy Bremmer, WABD engineer, has applied for 250-watt AM station on 1490 kc in Atlantic City . . . Wm. Doty Edouarde, ex-KFWB, appointed NBC spot sales rep for So. California, succeeding Robert E. Howard, resigned.

Station Accounts: Union Pacific Railroad buys *Singing Rails* on KTSL, Sun. 7-7:30, and *Polyzoides*, political columnist, on KTTV, Wed. 8-8:15, thru Caples Co. . . . Banks were first to buy *March of Time Through the Years* in 28 cities (Vol. 7:7, 11), but Ohio Standard Oil Co. has taken it on stations in Cincinnati, Columbus, Dayton, Toledo . . . McLevy Dance Studios and Slenderizing Salons sponsoring *Video Venus*, new beauty-talent search show starting May 11 on WJZ-TV, Fri. 10:30-11, thru Associated Adv. Service . . . Elgin American Division, Illinois Watch Case Co., buys heavy schedules of pre-Mother's Day (May 13) TV spots, thru Russel M. Seeds, Chicago . . . Cribben & Sexton Co. (Universal gas ranges) sponsoring *Sally Smart's Blue Flame Gas Kitchen* on WOR-TV, Wed. 11:30-noon, kinescopes to be syndicated by Paramount Television Productions . . . Among other advertisers reported using or preparing to use TV: Pan American-Grace Airways Inc., thru J. Walter Thompson, N. Y. (WABD); Personal Products Corp. (Co-ets facial tissue), thru Young & Rubicam, N. Y. (WABD); Vitrex Co. (reducing plan), thru Courtland D. Ferguson Inc., N. Y. (WABD); Olson Co. Inc. (roofing materials), thru E. T. Howard Co., N. Y. (WABD); Nestle Co. Inc. (Nes-Tea), thru Needham & Grohmann, N. Y. (WABD); Bardahl Oil Co. (lubricants), thru Harold Kirsch Co., St. Louis (WDTV); C. H. Musselman Co. (apple products), thru Clements Co., Philadelphia (WBAL-TV).

Network Accounts: Brown Shoe Co. (Buster Brown Shoes) moving *Smilin' Ed McConnell Show* from NBC-TV alt. Sat. 6:30-7 to CBS-TV every Sat. 11:30-noon, starting Aug. 11, thru Leo Burnett Co., Chicago . . . Nash-Kelvinator, starting June 9, takes over full sponsorship of *Paul Whiteman TV Teen Club* on ABC-TV, Sat. 8-9, thru Geyer, Newell & Ganger; American Dairy Assn. dropping 8-8:30 segment. Nash-Kelvinator reported dropping *Star of the Family* (Morton Downey) on CBS-TV Fri. 10-10:30 . . . Gillette sponsoring kine of *Kentucky Derby* on CBS-TV from WHIO-TV, Dayton, evening of May 5, 9:45-10 p.m.; Gillette will also sponsor *Preakness* from Baltimore on CBS-TV May 19, 5-5:30, thru Maxon Inc. . . . Pabst slated to sponsor Ezzard Charles-Joey Maxim championship fight from Chicago May 30 on CBS-TV, 10 p.m., thru Warwick & Legler . . . Anchor-Hocking Glass Corp. dropping Mon. & Wed. but continuing Tue.-Thu.-Fri. sponsorship of *Broadway Open House* on NBC-TV, 11-midnight, with Jack E. Leonard replacing Jerry Lester, thru Wm. H. Weintraub & Co. . . . Procter & Gamble replacing *Fireside Theatre* with *Cameo Theatre* on NBC-TV from July 3, Tue. 9-9:30, thru Compton Adv. . . . Lucky Strike replacing *Your Hit Parade* on NBC-TV with unnamed program starting July 14, Sat. 10:30-11, thru BBDO . . . Philip Morris reported to have signed for *I Love Lucy*, new comedy series on CBS-TV to start in fall with Lucille Ball and Desi Arnez, thru Biow Co. . . . Next *Jack Benny Show* on CBS-TV will be May 20, sponsored by Lucky Strike, Sun. 7:30-8, in lieu of *This Is Show Business*.

Don Fink, editor of *Electronics Magazine*, will be U. S. spokesman at TV sessions of CCIR conference June 5-July 6 in Geneva, Switzerland. Conference is expected to vote regional TV standards on world-wide basis so they can be recommended at 1952 world telecommunications sessions in Buenos Aires.

Financial & Trade Notes: DuMont earned net income of $6,900,788 ($2.87 per common share) after provision of $6,300,000 for taxes on gross income of $76,362,565, according to 1950 annual report released this week. This compares with $3,269,880 net ($1.49) after $2,250,000 taxes on $45,267,089 gross in 1949 and $2,701,767 net ($1.29) on $26,934,239 gross in 1948. Report does not break down factory and network operations, but does reveal 78% increase in TV receiver output, 250% increase in units with higher margin of profit on CR tube production, increase of distributors to 34 covering 52 TV markets. Total current assets at end of 1950 were $31,087,710 vs. $15,481,032 at end of 1949, liabilities $14,134,480 vs. $7,260,662. Working capital was $16,953,230 vs. $8,220,370. (For network estimate, see Telecasting Notes.)

Best first quarter in its 31 years was reported by RCA, with sales of $185,590,755, net profit of $11,901,542 (75¢ on 13,881,016 common shares) after taxes of $15,842,000 for 3 months ending March 31. This compares with $127,369,550 sales, $11,236,231 (75¢) net profit, $7,709,000 taxes in first quarter 1950 (Vol. 6:18). Company's business volume is 4½ times what it was 10 years ago, chairman Sarnoff told stockholders at annual meeting in NBC's TV studio 8H May 1, with TV biggest factor in new sales record. He also said military orders recently "reached a volume that required conversion of some of our commercial production facilities to manufacture of equipment to national defense." Stockholders overwhelmingly approved hotly-contested proposal to grant purchase options on 100,000 shares of stock to Gen. Sarnoff and 50,000 to president Frank M. Folsom.

Philco annual meeting of stockholders will be held May 18 in Philadelphia, proxy statement disclosing these directors to be elected, their present stockholdings (in parentheses) and their 1950 compensation if active in management: Wm. Balderston, president (7188 shares), $75,000 salary and $118,750 bonus; James T. Buckley, chairman (21,966), $37,500 & $59,375; Harold W. Butler, v.p. (11,245), $30,000 & $52,250; James H. Carmine, executive v.p. (31,225), $60,000 & $95,000; Wm. H. Chaffee, v.p. (901), $22,083 & $26,600; Charles S. Cheston, director (237); Joseph H. Gillies, v.p. (9437), $32,500 & $59,850; Larry E. Gubb, director (28,973), $30,000; Larry F. Hardy, v.p. (7809), $37,500 & $71,250; Russell L. Heberling, v.p. (24,087); Robert F. Herr, v.p. (27,578), $22,083 & $42,750; Thomas A. Kennelly, v.p. (25,474), $35,000 & $71,250; Wm. Fulton Kurtz, director (200); John M. Otter, v.p. (7312), $40,000 & $57,000; Courtnay Pitt, v.p. (1270), $25,625 & $35,625; David B. Smith, v.p. (3273), $35,000 & $19,000; Leslie J. Woods, v.p. (9905), $40,000 & $66,500.

Dividends: International Resistance Co., 10¢ payable June 1 to holders of record May 15; CBS, 40¢ payable June 1 to holders May 18; Avco, 15¢ payable June 20 to holders of record June 1; Blaw-Knox, 25¢ payable June 12 to holders May 14; Telecoin Corp., 5¢ payable May 15 to holders May 5; Television Electronics Fund, 15¢ payable May 29 to holders May 15.

Motorola's first quarter report, released May 4, shows record sales of $46,659,847, earnings before taxes $6,782,105, net income $2,572,718 ($2.93 per share). This compares with $35,846,974 sales, $4,720,775 earnings before taxes, $2,825,966 ($3.21) net income for same 1950 period.

Wilcox-Gay Corp. (Majestic) reports net earnings of $355,787 for first quarter on sales of $3,707,658. This compares with net loss of $227,223 on sales of $1,220,560 for same 1950 period. (For 1950 report, see Vol. 7:13.)

Collins Radio reports sales of $5,853,000, net profit of $132,161, for 6 months to Jan. 31 vs. $5,551,000 sales and $145,243 profit for 6 months ended Jan. 31, 1950.

TV is "superb" as means of public education, Kefauver Crime Investigating Committee said in its widely-publicized May 1 report summing up hearings on organized gambling and racketeering.

Senate Committee gave telecasters "major part of the credit" for impact of recent hearings on public, credited telecasts with "salutary effect in awakening the public to the menace of organized racketeering that now confronts our national life."

But report points up new problems raised by televising of legislative processes—including possible invasion of privacy—and urges "code of Congressional procedure . . . to insure the continuing dignity and maximum effectiveness of legislative proceedings which might be televised as well as to preserve the constitutional rights of citizens."

With memory of Kefauver telecasts still in sharp focus, Gallup Poll released April 27 shows 70% of voters think it would be good idea to telecast sessions of Congress, 16% said poor idea, 5% fair, 9% no opinion. Despite possibility of dull and long-winded speeches, 78% said they thought such telecasts would be interesting, 14% said no, 8% no opinion.

Rep. Jacob K. Javits (R-N. Y.) May 2 inaugurated discharge petition in attempt to get House action on his H. Res. 62—pigeonholed by Rules Committee—to provide for telecasting and broadcasting important House debates.

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National Union Radio Corp. sales volume was $5,021,822, profit after taxes $448,443 in first quarter 1951 which compares with $2,485,746 sales and $186,182 net earnings for same 1950 quarter. CR and radio tube sales accounted for favorable report, company reported to stockholders May 1, but CR production at Hatboro (N. J.) plant has been curtailed due to decline in TV buying. "It is expected," report states, "that towards the end of the second quarter there will be a favorable upturn, with demand for CR tubes continuing to increase into the early fall." Meanwhile, construction will not be delayed on new 140,000-sq. ft. plant at Rhwan & Dugan Sts., Philadelphia, costing $5,000,000, to be devoted to miniature and subminiature tube production.

National Union's recent annual report for 1950 (Vol. 7:14), showing record sales and earnings (Vol. 7:14), was accompanied by proxy statement disclosing C. Russell Feldman, chairman, as owner of 232,000 shares (entire issue) of preferred stock, no common, with director Harry E. Collins, senior partner in Collins, Norton & Co., investments, owning 219,000 shares of common, Mrs. Collins 80,500, and president Kenneth C. Meinken 35,900 out of 1,375,766 shares outstanding. Mr. Meinken's 1950 salary is given as $40,000, bonus $10,000.

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Standard Coil Products Co. reports consolidated net sales of $12,756,856 for quarter ended May 31, net profit of $1,123,539 after provision of $995,646 for estimated Federal income taxes. This is equal to 76¢ per share on 1,470,000 outstanding shares of common. Report includes figures for Kollsman Instrument Co., purchased Jan. 1, 1951, big govt. contractor for optical products. Standard's recent 1950 report (Vol. 7:12) showed net profits of $5,266,442 on sales of $35,632,396.

Color performance of Eidophor theatre TV system (Vol. 7:7), specified in 20th Century-Fox's agreement with Institute of Technical Research in Zurich, should be "not substantially less good than existing motion pictures in Technicolor." According to 20th Century's annual report, prototype of such color equipment is to be delivered in 18 months. Big movie firm has exclusive license on system.

Television Digest WITH AM-FM REPORTS
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Trade Report
May 5, 1951

NEW LOW IN TV OUTPUT, RADIO HOLDS UP: TV production nose-dived fourth week in April (ending April 27), dropping to 83,516, of which 6720 were private label. Inventories at factory stayed high -- 403,642 vs. 433,930 at end of preceding week (Vol. 7:17). Week's output was lowest since beginning of 1950, save for two July vacation weeks.

Output drops began in mid-March, accelerated through April (Vol. 7:13-17) when first week showed 140,964, second week 133,576, third 122,489 -- so that month's RTMA total is 480,545, lowest since last July's 330,377. They compare with 874,634 in March (5 weeks), 679,319 in February, 645,716 in January (revised RTMA figures). Further drops are expected.

Radio output for fourth April week held up reasonably well, totaled 313,348 -- as against 349,767, 361,652 & 332,463 preceding April weeks (Vol. 7:16-17). Month's total thus was 1,357,830 vs. 1,737,141 in March, 1,325,450 in February, 1,235,114 in January. Fourth April week's radio breakdown: home radios 138,241, auto 130,717, portable 44,390.

PLANS AND PURPOSES OF THE SET MAKERS: RCA and GE committed themselves definitely this week to hold their TV price lines -- RCA until Aug. 1, GE until Sept. 10. In addition, RCA assured distributors it will introduce no new models before Aug. 1.

This seems to contravene downward trend indicated by current trade lull and Emerson's deep price slashes ordered as of May 1 (see Topics & Trends).

Fact is that, despite discouraging apathy of today's retail market, despite huge inventories forcing what look like distress sales and intercity dumping, despite factory curtailments, a sort of quiet optimism appears to have settled over many manufacturers in contemplating future prospects.

It will be surprising if Admiral, Motorola and Philco, who with RCA form industry's Big Four, will offer new models by usual time of Chicago Furniture Mart, June 18-28. Nor will many other name brand producers, so far as we can learn.

If some do come out with new models next few months, and do any appreciable promoting, the big fellows figure that such promotion will build store traffic on which present models can ride. New "1952" gimmicks, whether furniture or gadgets, aren't likely to obsolete current lines, is general belief.

Talk about uhf is seen adding to confusion, helping no one sell sets now or until such stations are actually on the air -- still long time away. Color, even if Supreme Court should uphold FCC choice of CBS system, isn't regarded likely to do more than create still more confusion in buyers' minds -- since colorcasting isn't going to be done on any big scale for long time and industry forces opposed to CBS system will renew pitch to FCC and public with better, compatible system.

Impulse of the manufacturers now is to underproduce, particularly higher-priced sets. Laid off workers are protesting loudest now, their unions among the foremost urging more haste in lifting freeze and easing of Regulation W (Vol. 7:16).

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RCA called its decision "a positive move to stabilize the dealers' investment in [our] inventories in the face of the current slump...to bolster dealer confidence in the long-range stability of the TV market." Consumer v.p. Joe Elliott promised to continue advertising of current models at present lists, urged dealers to "go out and sell TV" and reiterated conviction that materials shortages will limit his company's TV production during second half of year.

Mr. Elliott told Pacific Coast NEDA, later in week: "In regard to the production of TV sets, hard times are ahead...A stock of TV receivers today is money in the bank tomorrow." He warned dealers who dump inventories that they will be "making a mistake they will seriously regret." Said he: "Employment is high, there is plenty of money in circulation, consumer demand is certain to pick up...opportunities are unlimited for the capable business man who can and will plan, sell and work."

GE's receiver sales chief Arthur A. Brandt stated price-holding policy was formally adopted because "price uncertainties in a few lines are creating a depressing effect on all segments of the industry." Purpose is not only to stabilize the market but protect distributors and dealers, he stated, and he predicted:

"Despite the fact that TV sets are in plentiful supply at this time, curtailed production will catch up with the industry later in the year when the full impact of material restrictions is felt by manufacturers."

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DuMont sales chief Walter Stickel told Buffalo group April 29 that defense limitation orders must inevitably cut TV production -- forecast best rate of output rest of this year would not exceed 60% or 65% of 1950's fourth quarter peak rate. By sheer coincidence, his line of reasoning seemed to follow closely that of Philco's Jack Otter and other Philco executives in recent trade talks: shortages are coming, current slump is no reason for panic and in many respects seasonal, talk of "saturated markets" comes only from "weak sisters" among field men and dealers, period of stress affords chance "to separate the men from the boys."

Dr. DuMont says his plant is now producing "no more sets than we can sell."

Admiral's Ross Siragusa sees pickup by end of third quarter. Motorola's Robert Galvin said production is now down about 35%, thought third quarter may revert to first quarter's pace. Olympic's Percy Schoenen wasn't quite that optimistic, thought third quarter will continue low but fourth should be better even than fourth quarter 1950; he feels time will alleviate current condition, also is convinced that shortages impend and plans no new models in June or July.

Tele-tone's Morton Schwartz attributes current troubles to overexpansion of plants, thinks next big sales push should be second sets in homes. Another manufacturer said he would have color sets coming off lines in September if Supreme Court renders decision before June favoring CBS system.

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To dealers, NARDA v.p. H. B. Price Jr., head of Price's Inc., Norfolk, offered this advice at appliance dealer confab in Wilmington May 2: "Stop buying. Don't buy until you need merchandise for sales -- not anticipated sales." He urged lowered sights on volume, advised:

"It is reasonable to expect a shortage of certain models of popular brands, but don't stock up planning another killing; take smaller volume and sleep nights." He even had good word for manufacturers: "Their only sin was aggressive selling."

Trade Personals: Edward F. Harbison, recently chief of guided missiles plans, Air Materiel Command, Wright Field, Dayton, appointed mgr. of new Pacific Coast office for Philco's Govt. & Industrial Division, located at 260 S. Beverly Drive, Beverly Hills, Cal. . . . John Ward Dawson, ex-Stanford Research Institute, named chief engineer of Electronics Div., Sylvania . . . George O. Smith, well known as science-fiction writer, during last war writer of manuals for National Defense Research Council, named by Emerson as mgr. of components engineering . . . Anthony Dillon, recently with Olsen & Co., Philadelphia DuMont distributor, has rejoined Air King as field sales mgr. . . . B. G. Hickman, TV-radio service mgr., promoted to asst. sales mgr., Sparks-Withington.

Largest theatre-TV purchase yet was announced this week by United Paramount Theatres, which ordered 22 systems for installation by fall. RCA got 20 orders, and Paramount Pictures (which uses intermediate-film equipment) got 2. Theatres into which installations are going will be mainly in Midwest. This will bring to 27 number of UPT houses with large-screen installations; present ones being New York Paramount, Chicago State-Lake and Tivoli, Detroit Michigan, Minneapolis Radio City. It will bring to more than 40 number of theatre-TV installations throughout country.

Plant Expansions: Webster-Chicago considering new office-plant building sites in Chicago area, but won't move right away; executive v.p. C. P. Cushway told stockholders meeting May 1 that company currently has $2,000,000 in war contracts . . . Wilcox-Gay has leased 85,000 sq. ft. factory in Burbank, Cal., to produce TVs, radios, recording products, etc. . . . Tracerlab Inc., Boston, nucleonic instruments, has leased 20,000 ft. of manufacturing space for assembly of electronic equipment . . . Lewyt Corp., Brooklyn, plans new $3,800,000 plant in Nassau County, Long Island, for military electronic production, covering about 250,000 sq. ft., employing 2000 . . . GE will triple Syracuse electronics laboratory, May 4 announcement stating new 2-story wing to start this month will increase space from 33,000 to 101,000 sq. ft.

National TV-radio set and station ads last year brought $22,760,000 in revenue to newspapers, 78.4% increase over $12,756,000 in 1949, acocrding to ANPA report. This included: set advertising $16,507,000, up 98.9% from $8,300,000 in 1949; station ads $6,097,000, up 39.4% from $4,373,000; miscellaneous $156,000, up 88% from $83,000. TV-radio set advertising showed biggest increase of any category on publishers' list. Total national newspaper advertising amounted to $499,019,000 in 1950, up 12.1% from $445,015,000 in 1949.

Topics & Trends of TV Trade: Philadelphia may or may not be indicative of national trend, but its first quarter TV sales figures, as released by Electrical Assn., are quite eloquent. They show total of 79,907 sets sold first 3 months of this year for retail dollar volume of $27,992,605. This compares with 93,188 for $26,992,605 in same period last year, the dollar volume holding up because 1951 average price per unit was $350 vs. $279 in 1950. During all 1950, total TV sales in Philadelphia area were 364,233 units as against 220,366 in 1949 and 82,606 in 1948.

Seventeen brands of receivers are covered in Philadelphia report, which showed 34,329 sold in January (up 43% from the 23,970 for same month last year); 25,151 in February (down 15% from 29,688); 20,427 in March (down 49% from 39,530). Apparently, the recession in sales volume began in February.

Chicago Electric Assn. reports TV sales there fell to 18,176 in March, only slightly more than half preceding month. Washington's downward trend is indicated by estimates that sales fell from 14,150 in January to 10,350 in February, 9500 in March, 8540 in April.

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Machinery price order (CPR-30), issued by Office of Price Stabilization May 3, is practically identical with manufacturers' price order issued last week (Vol. 7:17), covers TV-radio transmitters, studio equipment, all electronic parts. OPS is expected, however, to divide controls on electronic parts to bring those primarily used in TV-radio under manufacturers' regulation.

RTMA production figures for first 1951 quarter, revised by its statisticians, indicate 645,716 TVs turned out by industry as whole in January, 679,319 in February, 874,634 in March—total of 2,199,669, as against the 2,196,016 we reported on basis of tallying first 13 weeks' reports (Vol. 7:14). Radio total is given as 4,235,669, of which 2,603,532 were home radios, 1,329,875 auto, 302,190 portable. The TV total compares with 1,605,200 for same 1950 quarter, radio with 3,343,600 for same 1950 quarter.

Casualty of current trade slump was revealed this week with announcement that small private-label set and components maker S. M. A. Co., Chicago, had been sold to investment banker Samuel C. Rudolph, 640 Madison Ave., New York, who paid $173,000 for assets and inventory. Chester Lytle continues as president. TV production, half company's business, is down to 60% of first quarter, which ran at rate of 20,000 sets a year. Heavy inventories, lull in TV sales, lack of military orders were given as reasons for sale.

RTMA annual meeting will be June 4-7 in Chicago's Stevens Hotel, not dates previously reported erroneously; RTMA board May 8 will be host to new president, Glen McDaniel, at reception in Carlton Hotel, Washington. Other upcoming meetings include May 21-23 Parts Distributor Show in Hotel Stevens, Chicago, to be addressed by Indiana Steel's A. D. Plamondon Jr., RTMA chairman Robert C. Sprague, Sylvania's Frank W. Mansfield.

March excise tax collections on TV-radio sets, components, phonos reached new high of $23,390,352, more than double $11,349,880 collected in February (Vol. 7:13), considerably more than $19,439,774 in January (Vol. 7:10). Total excises collected from TV-radio industry for 9 months from July 1950 were $82,881,327, compared to previous 9 months' $29,474,108.

"Rediscovery" of the 14-in. tube is reflected in RTMA members' picture tube sales for March. Although 91% of 608,396 total were 16-in. and up, 6% were 14-in., compared with 3½% in February. At same time, 24-in. and 30-in. rose from 1483 to 2324. Total sold for $16,064,425, compared with February's 634,080 at $17,555,375 (Vol. 7:14).

Emerson cut prices $15 to $145 on full 22-model line as of May 1, distributors being rebated on all purchases of last 30 days and instructed to rebate dealers on same terms. Prices are lowest yet offered by Emerson, but schedule was to be effective "no longer than 60 days," according to president Ben Abrams. New prices do not include excise tax or warranty, lumped extra, which had been included in old prices. Hence, down payment under Regulation W should be within reach of average purchaser, said Mr. Abrams. Move was dictated by oversupply, he admitted, estimating industry inventory is about 2,000,000 sets and Emerson production is now down to 60% of first quarter. These are new Emerson prices, not including excise or warranty (old prices, including tax-warranty, are in parentheses):

Table models—14-in., Model 662, plastic walnut $149.95 ($179.95). 17-in., 676, mahogany, $199.95 ($299.95); blonde, $209.95 ($309.95); 680, mahogany, better cabinet, $219.95 ($299.95); 696, mahogany, deluxe cabinet, $219.95 ($299.95).

Consoles—17-in., Model 686, mahogany, $249.95 ($349.95); blonde, $259.95 ($359.95); 681 & 687, mahogany, doors, $279.95 ($379.95); blonde $299.95 ($399.95). 19-in., 688, mahogany, $269.95 ($439.95); 689, mahogany, half doors, $299.95 ($459.95); blonde, $319.95 ($479.95); 690, mahogany, full doors, $319.95 ($479.95); blonde, $349.95 ($509.95). 20-in., 692, mahogany, $359.95 ($459.95); 693, mahogany, half doors, $379.95 ($479.95); blonde, $399.95 ($499.95); 694, mahogany, full doors, $399.95 ($499.95); blonde, $429.95 ($529.95).

Combinations—16-in., 666, mahogany, AM-FM-phono, $399.95 ($499.95).

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Trade Miscellany: Federal Reserve Bank of New York reports dollar value of TV inventories held by dept. stores in Second Federal Reserve district as of March 31 was 446% ahead of same date 1950 . . . Herald Tribune April survey of N. Y. dept. stores showed 5 went ahead of April year ago in TV-radio sales "as a result of heavy promotional effort," showing gains up to 65%; but 6 stores showed declines ranging from 6% to 74% . . . Newspaper advertising of TVs in 49 cities totaled 10,766 standard-sized newspaper pages first quarter 1951, reports Advertising Checking Bureau, about 77% placed by local dealers; total was nearly same as same period 1950 . . . Latest RCA Antenaplex installation is in 261-suite "100 Memorial Drive" apartment house, Cambridge, Mass., owned by New England Mutual Life . . . Reeves Soundcraft Corp. has purchased Bergen Wire Rope Co., Lodi, N. J., maker of specialty wire . . . Sylvania has released new vest pocket *TV Tube Selector*, listing more than 100 picture tube types, indexed as to sizes, shapes, metal or glass, coating, etc.

Price Miscellany: Kaye-Halbert lists 20-in. walnut table at $239.95, mahogany $259.95, blonde $279.95 . . . International Television Corp. this week advertised 17-in. mahogany table at $199.95 . . . Pathe cut 20-in. console from $399.50 to $249.50, with doors from $449.50 to $269.50; these are in addition to 12 & 17-in. price cuts reported last week (Vol. 7:17).

"Selective" mobile communications system for cabs, trucks, etc. was announced by GE this week. It permits headquarters to talk to each car individually, all others excluded from conversation.

Avco has purchased all stock of Horn Mfg. Co., Ft. Dodge, Ia., manufacturer of hydraulic loader attachments for tractors, stalk shredders, wagon boxes; will operate it under Horn name as wholly owned subsidiary.

British Marconi, beating U. S. competition, has sold 3 camera chains to UN for program originations from New York headquarters.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Mobilization Report
May 5, 1951

READYING FOR CMP, LISTS & FORMS OUT: Govt. set machinery in motion this week for trial run of its production-regulating Controlled Materials Plan (Vol. 7:15).

If you're a manufacturer, in next few days you'll probably receive NPA's official "Class B" product list together with CMP Regulations 1 & 3 and Application Form CMP-4B for third quarter allotment of steel, copper and aluminum. If you don't receive this material, it's important to get it as soon as possible from Commerce Dept. field office, local Chamber of Commerce, or by writing NPA.

There'll be plenty of paper work, plenty of red tape, plenty of mistakes -- both by you and by Govt. But production officials don't expect plan to run smoothly until first quarter 1952. And they pledge to rectify mistakes as rapidly as possible during this trial period.

Class B list, issued May 3 by NPA, contains more than 4000 manufactured articles containing the 3 controlled materials -- steel, copper, aluminum. Class B products are common industrial components and other general purpose items. Allotments of the 3 metals for these products will be received directly from NPA.

Complete Class A list won't be made public -- but if your product is a military item and it's not on B list, you can assume it's an A item. Special purpose products built to order for military agencies are in Class A. Some electronic items -- military type radar, for example -- will be on list A, others more closely related to civilian products are on B list.

Class A producers will receive production authorizations and material allotments from their customers, and pass allotments down to their suppliers. Allotments of controlled materials for Class B items will be made by NPA industry divisions, after DPA makes general decisions on how nation's materials supply is to be divided. Allotment of steel to radio transmitter manufacturer, for example, will come from NPA Electronics Div.

If your product is on Class B list, you must state your third quarter requirements for steel, copper and aluminum, along with proposed production schedules, on form CMP-4B and file form with NPA by May 31. It will go to industry division assigned to your product. When you receive, from your industry division, your third quarter CMP allocations, they will generally be accompanied by priorities to obtain other needed materials (nickel, cobalt, mica, etc.).

You needn't file CMP-4B if your quarterly requirements don't exceed 5 tons of carbon steel, 1000 lb. of alloy steel, 500 lb. of copper and copper-base alloy, 500 lb. of aluminum -- or if you manufacture consumer durables exclusively.

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Consumer durables won't be covered by CMP, during third quarter at least. But their repair parts and components will. If you're a durable goods manufacturer and you make some of your own repair and replacement parts, you should file a CMP-4B to get materials for these parts only. But no consumer durable maker is permitted to apply for allotment of metal to make the product itself.

These electronic and related consumer goods won't come under CMP: All household-type TVs, radios, phonos, record players, combinations, auto and portable radios, radio receiver chassis, phono needles and cutting styli. CMP allocations for repair parts for these items will be handled by Electronics Div.

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These electronic products which come under CMP are assigned to Electronics Div. for allotment of controlled materials: Amplifiers & public address systems; recorders, recording wire & tape; TV, AM & FM broadcast transmitters & studio equipment; communications transmitters, receivers & transceivers; civilian radar; oscilloscopes & oscillographs.

Nearly all electronic components, including transmitting, receiving, indus-

trial and cathode ray tubes, as well as all TV-radio parts, will come under Electronics Div. for CMP allocations.

Electronic and related items covered by CMP but assigned to divisions other than Electronics Div. for materials allotments:

Scientific & Technical Equipment Div. -- Broadcast monitoring, transmitter test, other electronic test equipment; X-ray tubes, equipment & components.

Electrical Equipment Div. -- Specialty, power & distribution transformers & parts (except those used in radio); motors & generators; industrial electrical control apparatus; industrial capacitors; non-communications rectifiers.

Communications Equipment Div. -- Microwave relay equipment, telephone & telegraph; intercommunication equipment. General Industrial Equipment Div. -- High frequency induction & dielectric heating apparatus. Consumer Durable Goods Div. -- Electric hearing aids.

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Plans for allocation of materials for all electronic items on B list have been worked out by Electronics Div. for approval of higher NPA and DPA echelons. This includes program for manufacture of TV-radio broadcast transmitters and related facilities. It's believed Govt. will take liberal attitude toward granting materials to build new stations because of importance of communications to defense effort and relatively small amount of controlled materials involved (see p. 3).

For more information on CMP, you'll have opportunity to attend NPA-conducted "school." The one-day sessions will be held in 20 principal U.S. industrial cities between May 15 & 23. Dates for specific cities haven't yet been announced.

MAY-JUNE NICKEL ALLOTMENT FOR TUBES: Receiving tube makers will get less nickel than they asked -- but a little more than they expected -- during May and June.

NPA will allocate 200,000 lb. in May, 180,000 in June, for use in all types of receiving tubes. Manufacturers had asked 250,000 lb. for May, 225,000 for June -- their rock-bottom requirements. Nevertheless, May-June ration is high in view of April's allotment of 169,000 lb. (Vol. 7:16) and recent warnings by high NPA officials that May's allocation would be considerably less than 200,000.

An NPA official said the allotment, "while not large by industry's standards, should be adequate, with maximum conservation efforts, for essential requirements." He stated manufacturers have given assurances they'll turn out enough replacement tubes to prevent shortage in that field.

Nickel allotment covers military, industrial, export as well as tubes for civilian TV-radios. And because of lead time in manufacture of tube elements, it will probably be fall before nickel authorized this month is incorporated in tubes rolling off production lines. By that time, much of tube makers' output is expected to be for armed forces.

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On another component front, NPA Electronics Div. has finally succeeded in arranging system to get copper for speaker manufacturers as substitute for cobalt. In past, TV-radio and speaker makers have been stymied in attempts to switch from cobalt-containing alnico speakers to copper-wound electromagnetic speakers.

Under new program, speaker makers will be permitted to substitute some copper as cobalt allotment is reduced. But before NPA stamps "OK" on this type of arrangement, it will require evidence of copper conservation by set manufacturers for whom the speakers are made.

Govt. may buy tungsten abroad to help relieve shortage, but even this additional supply wouldn't be enough to meet all requirements. So NPA told meeting of transmitting and power tube manufacturers April 27. There's little relief in sight, NPA said, and July and August tungsten allocations will be "considerably reduced." Tube makers reported growing shortages of cobalt-containing products, but NPA replied cobalt outlook is probably better than that for tungsten. Nickel situation won't get better soon either, manufacturers were informed—but NPA did tell them it recognizes importance of electronics industry and "some relief on critical metals can be expected" as result of CMP. Members of Transmitting & Special Purpose Tube Industry Advisory Committee attending meeting: W. L. Meier, Chatham Electronics; J. A. McCullough, Eitel-McCullough; G. W. Henyan, GE; H. J. Hoffman, Machlett Laboratories; W. Thompson, Raytheon; C. E. Burnett, RCA; C. A. Rice, United Electronics; H. Myrl Stearns, Varian Associates; L. C. Jarvis, Western Electric.

Mobilization Notes: John G. Daley resigned this week as director of NPA Electronics Div., effective June 1. He's retired general plant mgr. of New England Telephone & Telegraph Co., has served as division chief 5 months, is leaving for personal reasons. Successor hasn't been named.

Tentative staff assignments in Daley's division (Donald S. Parris, deputy director) were announced this week. These are section chiefs: J. A. Milling, end equipment (including TV-radio receivers); J. Bernard Joseph, TV-radio transmitters; Louis H. Niemann, tubes; R. D. Parker, capacitors; E. MacDonald Nyhen, transformers; Edward W. Glacy, conservation; Eric D. Bovet, statistical; J. R. Sypher (acting), resistors; Delmus J. Fagge (acting), connectors, relays, sockets & plugs; J. A. Pfau, executive assistant.

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President Truman's military budget of $60.65 billion for fiscal 1952 year includes about $3.6 billion for electronics-communications, according to best estimates. Budget includes $29.7 billion for major procurement and production, with $1.74 billion for electronics-communications. But this isn't complete sum for electronics-communications, since that kind of equipment is also included in figures for aircraft, ships, combat vehicles and artillery, guided missiles, etc.—each of which has separate estimate. In budget message, President strengthened powers of Defense Dept.'s Munitions Board over Army, Navy, Air Force procurement and requirements, charged it with watching military's bite of civilian economy.

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Govt. aid for expansion of electronic production facilities continues on small scale previously established (Vol. 7:10-11, 16-17). Of 98 accelerated tax amortization certificates granted by DPA April 14-26 for all types of defense facilities, costing $215,277,047, the 9 granted for expansion of electronic and related production totaled $3,892,896, or less than 2%. Only one of these certificates represented a sizeable venture—the one granted to Varian Associates for radar tube production facilities valued at $2,455,933 at Palo Alto, Cal., with 5-year write-off for tax purposes on 75% of that amount.

Other firms receiving certificates for expansion of facilities relating to electronic production: **Collins Radio**, Cedar Rapids, radar equipment, $903,266 at 80%; **General Ceramics & Steatite Corp.**, Keasbey, N. J., transformer cores and materials for condensers, $345,253 at 75%; **Technicraft Laboratories Inc.**, Thomaston, Conn., electronic components, $76,006 at 75%; **New York Transformer Co.**, Alpha, N. J., transformers for electronic equipment, $50,000 at 75%; **DuMont**, Clifton, N. J., electronic equipment, $27,625 at 75%; **Hogan Laboratories Inc.**, New York, electronic research & development, $14,205 at 85%; **United States Testing Co.**, Hoboken, testing of electronic equipment, $11,829 at 75%; **Electronic Associates**, Long Branch, N. J., electronic instrumentation, $8709 at 85%.

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Stepping down as DPA administrator to resume IT&T presidency, Gen. Wm. H. Harrison May 1 assured newsmen there's been no delay in military electronics procurement program. He said slowness of program hasn't been due to bottlenecks, but to time required to develop "entirely new products," many of them unheard of before rearmament effort. Before full-scale military electronic production can begin, these designs must be reduced to manufacturing stage. We're in this phase of electronics program now, the general said.

Col. Elton F. Hammond, ex-Pentagon G-4 executive officer, became Signal Officer of Far East Command, succeeding Maj. Gen. George I. Back, sworn in May 2 in Tokyo as Army Chief Signal Officer, due back May 23.

For benefit of subcontractors, aviation electronics and communications equipment and related equipment will be displayed next month in New York and Chicago by Navy Bureau of Aeronautics and Air Force. Munitions Board has invited 2400 representatives of electronics and related firms to exhibits May 8-10 at New York's Grand Central Palace and May 21-23 at Chicago's Navy Pier. Displays will give prime contractors opportunity to show their products to potential subcontractors. If you want to attend the exhibition in Chicago and haven't been invited, you must apply at least 5 days before exhibit at nearest Air Force Procurement Field Office in order to allow time for interim security clearance. Electronic exhibit is separate from current Air Force general subcontractor clinic ending May 9 at Chicago's Navy Pier.

Revised "critical occupation" list, issued by Labor Dept. for use by draft boards and Defense Dept. in considering deferments and delays in call-up of reservists, includes electronic technician (except TV-radio transmitter and receiver repairmen), electrical engineer, electrical instrument repairman, mathematician, physicist. List is to be used in connection with Commerce Dept.'s list of "essential activities" (Vol. 7:14). Copies are available from Defense Manpower Administration, Dept. of Labor, Washington, and from Labor Dept. field offices.

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Defense priority orders consume 25-100% of the production of electronic porcelain parts manufacturers. So NPA was told April 23 by Steatite Electrical Procelain Industry Advisory Committee. These manufacturers urged prime govt. contractors to advise them as early as possible on estimated needs because of time involved in tooling for new items. Some producers said their plants were running at full capacity; others said they had idle production facilities—but all agreed both military and civilian orders were being met. Industry members present: John Kruesi, American Lava Corp.; H. Collin Minton Jr., Frenchtown Procelain Co.; George H. Aderhold, Saxonburg Potteries Co.; Christopher L. Snyder, General Ceramics & Steatite Corp.; William S. Parsons, Centralab Div., Globe Union Inc.; Harold I. Danziger, Henry L. Crowley Co.; Joseph Schermerhorn, National Ceramic Co.; W. S. Mills, D. M. Steward Mfg.; S. H. Stupakoff, Stupakoff Ceramic.

Rudolph Wurlitzer Co., which makes juke boxes and musical instruments, announced it has total of $10,000,000 in defense contracts and is negotiating for $2,000,000 more. Its principal military products are electronic equipment, guided missiles and electronic organs for armed forces chapels. In addition to Army and Air Force prime contracts, Wurlitzer holds subcontracts from Emerson, Zenith and Bell Aircraft.

Defense production officials April 24 visited Wright-Patterson Air Force Base, Dayton, to inspect electronics and aircraft production progress. Among those making flying visit: ODM Director Wilson, DPA chief Harrison, NPA Administrator Fleischmann, Munitions Board chairman John D. Small, DPA production executive committee chairman W. W. Watts, Electronics Production Board chairman Edmund T. Morris Jr.

Only NPA can grant materials aid to manufacturers, Munitions Board said in recent directive to Secretaries of Army, Navy and Air Force. At the same time it requested manufacturers to seek assistance of NPA field offices rather than ask armed forces for help.

Weekly DPA publication, *Defense Production Record*, made first appearance May 4. It summarizes orders, regulations, recommendations and other activities of govt. defense production agencies. It can be obtained for $2.50 a year from Govt. Printing Office, Washington.

Telecasting Notes: DuMont's 1950 annual report (see Financial & Trade Notes) does not reveal network profit-and-loss figures, as did 1949 report—but it does state that "network continued to operate at a loss, although to a considerable less extent than during 1949." Gross billings of DuMont Network and its 3 TV stations (WABD, WTTG, WDTV) were reported 207% of 1949 billings, which had been reported as $2,435,966 (Vol. 6:14). It can therefore be adduced that 1950 income was around $5,000,000. DuMont network-station operating loss ran $2,564,491 in 1949 and $1,424,530 in 1948 (Vol. 6:14) . . . Billings of many if not most TV station operations are now running ahead of their AM counterparts, where jointly owned, but first ad agency to reveal TV billings exceeding AM is Young & Rubicam; *Variety* reports that 1951-52 season, starting Sept., will find that agency spending $30,000,000 on TV-radio (out of total billings of $93,000,000), with $17-18,-000,000 going for TV time and production, $12,000,000 for radio . . . Either Chicago or Philadelphia, due to convention halls and availability of TV pickups, seen certain to get 1952 Republican and Democratic national conventions; Radio Correspondents Assn. has designated Bill Henry, MBS commentator, to arrange for pooled telecasts as well as network and station broadcasts . . . Manual titled *The ABC's of Television Film Production*, setting forth time and cost factors in production of commercial spots for TV, has been issued by Henri, Hurst & McDonald, Chicago agency . . . Catholic U and NBC's WNBW, Washington, have arranged tieup for Television Workshop, dramatic productions, educational broadcasts . . . TV applicant KRNT, Des Moines (Cowles) plans to share new 709-ft. TV-FM tower, now under construction, with other stations, a la Empire State Bldg. (Vol. 7:11) . . . KPHO-TV, Phoenix, April 15 raised base hour rate from $250 to $300, one-min. from $40 to $60. Following increased rates May 1: WAAM, Baltimore, $550 to $650 & $95 to $113.75; WHIO-TV, Dayton, $400 to $525 & $50 to $90; WTVR, Richmond, $400 to $500 & $90 to $100; KLAC-TV, Los Angeles, $750 to $1000 & $125 to $175 . . . KOB & KOB-TV, Albuquerque, N. M., appoints Branham Co. as national rep.

Five applications for TV stations this week bring total pending to 404. Applying were: WLVA and WWOD, Lynchburg, Va., both for Channel No. 13; WNEX, Macon, Ga., No. 13; WTOC, Savannah, Ga., No. 11; *Texarkana* (Tex.) *Gazette & News* (KCMC), No. 6. [For further details about applicants, principals, etc., see *TV Addenda 12-Q* herewith; for listings of all applications to date, see *TV Factbook No. 12*, with Addenda to date.]

Application for proposed sale of facilities of WSB-TV, Atlanta, to group of local business men but with investment firm of Clement Evans & Co. holding 66% (Vol. 7:16) was returned to applicant by FCC this week on grounds it could not tell who ultimate stockholders would be. Investment firm proposed to sell shares locally, and is expected to re-file with complete list of prospective stockholders.

FCC liberalized rule prohibiting separate operation of visual and aural TV transmitters this week. New regulation, effective June 13, permits use of test pattern, still pictures, slides for not more than one hour daily to accompany aural announcements of station's program schedule, newscasts, commentaries. Previous rule limited this to 15 minutes a day. New rule also permits sign-on test pattern to be accompanied by music for 15-minute "warmup" period, previously prohibited.

May 1 sets-in-use reported since NBC Research's "census" of April 1 (Vol. 7:17): Washington 261,300, up 7500; Dallas-Fort Worth 117,068, up 4068; Memphis 86,221, up 3221; Greensboro 66,972, up 3072; Miami 65,000, up 5000; Utica 42,000, up 1300; Norfolk 67,309, up 3109.

Talk of coast-to-coast TV in time for World Series has just enough substance to make it possible. AT&T just doesn't know whether Omaha-San Francisco microwave will be in service by October, but reiterates that system "may be equipped for TV service before the end of the year." It announced that telephone service would be instituted via microwave from Omaha to Denver in July; from Chicago to Omaha in August; from Denver to San Francisco in late August. It also reported that on April 1 an additional coaxial circuit was put into operation from Toledo to Dayton, making total of 4 southbound, one northbound. On May 14 additional microwave circuits will be opened from Columbus to Dayton (making total of one westbound, 3 eastbound) and from Dayton to Cincinnati (making 3 southbound, one reversible on notice).

Advertisers are using new money for TV, not taking it from other media. That's conclusion of Magazine Advertising Bureau in recent study titled *Where Are TV Budgets Coming From?* Bureau took 126 TV advertisers, found that although they increased TV expenditures 286.5% last 6 months of 1950 compared to same period 1949, they also increased magazine buying 11.8%, Sunday newspaper supplements 20.1%, network radio 0.6%. Non-TV advertisers, on other hand, increased magazine advertising by 10.3%, but reduced Sunday newspaper supplements 9.1%, network radio 3.3%.

Value of movies in vaults of 5 major producers is figured at $281,520,000 in the TV market by New York stockbroker Reynolds & Co. in April 19 report titled *Hidden Values in Motion Picture Production Companies.* In much same vein, Paramount's Paul Raibourn touched on subject recently (Vol. 7:13). Reynolds report estimated that TV can pay $20,000 per half-hour film, that Hollywood movies run for 2 hours, therefore each film is worth $80,000. Here's what Wall St. firm figured each of the 5 majors has in way of films made between 1933 and 1949: MGM, 670, value for TV estimated at $53,600,000; Paramount, 732, $58,560,000; RKO, 694, $55,520,000; 20th Century-Fox, 758, $60,640,000; Warner Bros., 665, $53,200,000.

Two SMPTE committees are working on standards for TV films. Joint SMPTE & RMTA committee on film equipment is working on 3 standards: (a) dimensions of TV slides and opaques; (b) development of 16 mm motion picture projector for use with TV cameras operating on full-storage basis; (c) location and size of picture area in TV recordings of 16mm and 35mm motion picture film. Committee on TV films is working on getting industry to accept additional markings on film "leaders" (that portion of film preceding actual pictures), including 16mm sound start, pattern for TV adjustment, switch-on mark.

Eastman-Kodak's new 16mm film projector for TV stations was described for first time at SMPTE convention in New York this week. Principal feature is method by which pull-down time of film is coordinated with blanking period of TV camera. Especially built for TV, $6500 apparatus is said to furnish greater definition, more light, higher sound quality than can present equipment. Also described was new 35mm TV recording camera developed by Producers Service Co., Burbank, Cal.

Telecasters Film Syndicate Inc. is new corporate name of cooperative TV film syndicate recently formed as Consolidated Television Broadcasters Inc. (Vol. 7:17), with Richard E. Jones (WJBK-TV, Detroit) president and Harrison Dunham (ex-KTTV, Los Angeles) executive v.p.

All FM stations operating functional music fall within purview of FCC "order" declaring such operations illegal, Commission announced this week. Last month, FCC wrote 4 such stations advising them of such ruling, told them to state why they shouldn't be forced to cease such broadcasting (Vol. 7:15).

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WITH AM / FM REPORTS

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'THE GREAT CHANNEL HUNT' SLOWS FREEZE: Freeze-end appears further away than ever, as FCC and industry stagger under load of some 600 comments on end-of-freeze plan (see TV Allocation Report of March 24), dumped in Commission's lap this week.

[For digests and listings of all comments available -- 308 commercial, 215 educational, 56 from municipalities -- see Supplement No. 72 sent herewith to all full-service subscribers. We'll catch any stragglers next week.]

Beyond sheer weight of comments, presaging protracted city-by-city hearings, intimations of possible court action in many of the comments render timing of end-of-freeze even more nebulous.

FCC's plan is already in court, in a sense, since City of Jacksonville has asked District of Columbia Court of Appeals to enjoin proposal to move Channel 2 to Daytona Beach. City is fighting to recapture CP it once held (Vol. 6:41).

Court action is "being seriously considered" by number of applicants, according to their attorneys. Some say such action is "probable," on any or all of these grounds, among others:

(1) Educational reservations. (2) Pre-determined allocation plan, fixed in rules. (3) Denials of applications where hearings have already been held, via plan's channel shifts and reservations (Detroit, Philadelphia, San Francisco, etc.).

When such court appeals might come isn't clear. They could come immediately or wait until final decision on whole allocation.

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Legalities aside, FCC's own procedural plan is bound to undergo delays. For example, legal and engineering associations, plus NARTB-TV, plan to ask for postponement of deadline for counter-comments from May 22 to June 11, will undoubtedly get it. That means early July before city-by-city hearing starts; it's presently scheduled for June 11.

Hearing itself will be a dilly. In addition to commercial interests -- who certainly won't let channels slip out of their cities by default -- educators' spokesmen claim that 3 or more witnesses from each of 50-75 cities will be on hand.

That doesn't sound like a mere couple months of hearings, even though FCC will strain to keep testimony to the point. There's some thinking in Commission that hearing's gait will accelerate after heavy initial testimony.

And Congress isn't out of the picture, by any means. Sen. Johnson himself filed a comment for Colorado, as did colleague Sen. Millikin, proposing reshuffle to get more channels into Denver and State in general. Still pending, too, are educational resolutions of Sen. Benton and Rep. Celler (Vol. 7:18).

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Nature of most comments is obvious from glance at Supplement 72:

(1) Channel shifts. Everyone discovered the obvious in FCC's plan -- it's "loose" (Vol. 7:12), most co-channel allocations being 200-220 miles apart, rather than 180-mile minimum. Thus, adroit juggling frequently allows additional stations

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without violation of proposed standards or robbing any city of channels. In addition, many propose simply to shift channels from neighboring cities, claiming their own are under-served.

(2) Reduced spacings and powers. When FCC's standards couldn't be met with any parlay, exceptions to Commission's minima are requested. Frequently requested is abandonment of 180-mile city-to-city spacing, retention of 170-mile transmitter-to-transmitter spacing.

(3) Educational reservations. Schools simply endorse idea, want more channels, particularly vhf. Same goes for mayors, city councils, etc. Commercial interests either simply oppose reservation, frequently claiming principle illegal, or suggest giving schools uhf instead of vhf.

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Those pitches account for bulk of comments, but almost every other angle is covered, sometimes at exhaustive length:

(1) Of the 31 existing stations required to shift channels, none gives flat "no," but several don't want to, offer alternative shifts -- generally to stay on low vhf channels.

(2) Network reactions vary. ABC likes plan in general, but doesn't want adjacent-channel restrictions on heights and powers. CBS wants enough flexibility to allow more stations in major markets. DuMont attacks basic philosophy of plan, holds that it promotes monopoly, offers complete substitute in huge document (Vol. 7:18). NBC thinks plan pretty good, engineering-wise, but suggests procedures for faster freeze-lifting.

(3) In Gulf area, existing stations want more space between stations, applicants see no good reason for it.

(4) Move all commercial TV to uhf, say a few "outs," suggesting vhf for the educators, if anyone.

(5) Uhf powers are too low, is claim of some who say that ceiling should be left open, changed quickly as propagation data is gleaned from experience.

(6) A very few educators say they don't want vhf channels, ask their release for commercial use. A few more want to go commercial themselves.

(7) State-wide educational network, 10 cities at first, is planned in New York. Board of Regents says it will ask legislature for $3,500,000.

HOW BUILDING CONTROLS AFFECT TV-RADIO: NPA hasn't "banned" construction of TV-radio stations -- notwithstanding plethora of wild rumors and reports.

Even FCC people were in dither this week about these tales, which are about as correct as saying NPA has banned construction of schools, churches, hospitals, highways, bridges, public utilities and railroads -- covered by same NPA order which governs TV-radio station construction.

New order (M-4 as amended) simply says you'll need authorization from NPA if you want to build any of these items, as well as others previously put under controls (Vol. 7:3,6). The only actual construction ban issued by NPA came out last fall and affects amusement building (6:43,44), not including broadcasting plants.

Effect of new regulation -- together with earlier ones -- is to put all construction under NPA controls, paving way toward inclusion of construction in Controlled Materials Plan (Vol. 7:15,18) by July 1.

But every present and prospective broadcaster and telecaster will be affected by the regulation. It requires NPA authorization for any construction using more than 25 tons of steel (some 500-ft. antenna towers weigh less) or alteration costing more than $5000.

If you've already begun construction, cleared site for new building before May 3, you can go ahead and finish without authorization. Same is true of alterations if you used "substantial quantities of materials" before that date.

After you apply to NPA, what are your chances of getting go-ahead to build? From all indications, they're very good -- probably excellent if you plan to build new station in community which doesn't have one now. NPA officials long ago placed

TV-radio broadcasting in "essential" category, even specifically exempted this type of construction from earlier controls.

NPA will look favorably upon your application if you can answer "yes" to any one of these questions:

(1) Would it further the defense effort by providing needed facilities near military establishments or defense projects?

(2) Is it essential to maintenance of public health, safety or welfare?

(3) Would it alleviate or prevent hardship to a particular community?

TV-radio's value in civil defense, information and morale makes strong case on each point. In final consideration of application, NPA says it "will consider the type and quantity of materials on hand, and needed, for the facility, and the effect on the community at large if the authorization were denied."

NPA will consult FCC to work out detailed criteria for authorization of station construction. But two things are certain now:

(1) NPA won't approve any plans for station construction if station doesn't have CP from FCC. New building and alterations by radio stations, which take into account future expansion into TV -- common in past -- probably won't be approved.

(2) Frills and furbelows will have to be eliminated. NPA says "architects and engineers...must give fullest consideration to using substitutes for critical materials and keep the design simple."

Complete, detailed plans, specifications and lists of materials to be used must accompany applications -- on form NPAF-24, available from Commerce Dept. field offices or NPA Construction Controls Div., Washington.

Approval by NPA won't carry with it any certified check for materials. As things stand now, there'll still be a scramble. But picture will change when construction is brought under CMP. Then, authorization will probably entitle builder to necessary materials.

Structural steel -- vitally needed for expansion of defense plants -- is big bottleneck. If shortage gets much worse, it's possible all non-defense building will be banned for a period, as it was during most of last war.

But at present, NPA would rather see that all new stations conserve to the limit -- than give any a flat turndown.

ABC SALE DEAL STILL ON THE FIRE: Complex deals upon which projected purchase of ABC by CBS was predicated -- involving sale or re-sale of ABC's radio network and of 1, 2 or 3 of its 5 TV stations -- were still supposed to be cooking at end of week. There were indications, though, that CBS might not be the package-purchaser.

Apparently the hottest of all the "sub-purchase" prospects, Yankee-Don Lee interests, went glimmering this week after long and detailed negotiations. Storer interests also definitely dropped out, and IT&T deal apparently never was serious.

United Paramount, big movie theatre chain recently separated from Paramount Pictures, was revealed as having entered the lists as a possible purchaser of the whole kit and kaboodle -- with thought of re-selling only Chicago TV outlet, WENR-TV. Natural purchaser would be CBS, which had indicated willingness to pay as much as $10,000,000 for 3 of the 5 TV outlets owned by ABC (Vol. 7:18).

Conferences were under way in New York as this was written, with topkicks of United Paramount and ABC participating but CBS executives notably absent. It's common knowledge that United Paramount is more than pleased with highly profitable operation of its WBKB, Chicago, and its executives have never shared the aloofness of other movie tycoons toward the parvenu TV competitor.

There's many a slip, and an announcement one way or the other -- probably in the negative -- should be forthcoming by the time you read this.

Part of Paramount's consideration is said to be disposal of AM network, for its prime interest is TV. Discussions about the AM properties were held with Farm Bureau Insurance Co., big Ohio concern which owns Peoples Broadcasting Corp., recent purchaser of WOL, Washington, and owner of WRFD & WRFD-FM, Columbus, O. But these were said to have come to naught.

All this week has been merry-go-round for newsmen seeking to plumb confused

off-again-on-again ABC-CBS "deals". They have had entire broadcasting-telecasting fraternity buzzing ever since story broke last week about proposed $28,000,000 CBS "package purchase" (Vol. 7:18).

"A lot of opium smoking," was way one newsman described phantasmagoria of reports, rumors, denials -- and that just about tells the story. Only thing certain was that ABC is definitely on block, can be had by any customer who can not only meet majority stockholder-chairman Edward J. Noble's demands but can also satisfy qualifications (notably anti-trust) of FCC, Dept. of Justice and Congress.

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Until mid-week, apparently, CBS had reason to believe it had deal all buttoned up, whereby it would buy ABC, retain 2 or 3 of its TV outlets (in Chicago, Detroit, possibly San Francisco), maybe even keep an ABC-AM outlet here or there, sell off the rest for $18-20,000,000. (Detroit entered into speculation because CBS has one of its toughest AM affiliation deals there, with Dick Richards' WJR.)

Buyer was to have been General Tire & Rubber Co., which owns Yankee and Don Lee networks. Those networks would have been sold, along with their own stations, but Yankee TV outlet in Boston (WNAC-TV) was to have been retained.

Tom O'Neil, 35-year-old son of General Tire president, who runs the radio properties, would have turned attention to running ABC radio network and a revamped ABC-TV network, whose nucleus would be WNAC-TV plus ABC's WJZ-TV, New York; KECA-TV, Los Angeles; KGO-TV, San Francisco, and such present affiliates as would stick.

CBS would thus get only WENR-TV, Chicago, and WXYZ-TV, Detroit. It was felt such a parlay would be acceptable to Washington, since neither the AM nor TV network would be discarded. Indeed, even keener competition was envisaged -- for the young O'Neil, who is also chairman of MBS, would have to pull out of that network.

The legal fraternity, watching developments closely, are of one mind in their conviction that no deal which would eliminate or curtail competition could possibly win approval of Washington. Hence, any mergers seem out of the question.

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As things stand now, it's apparent Noble will eventually sell -- may indeed be constrained to do so, regardless of frequent disavowals that probably will be repeated if Paramount deal falls through, because the negotiations have already had these palpable effects:

(a) ABC staff morale has been seriously shaken, along with confidence in management. Everybody's worried, many are casting about for new jobs. Resignations already include 2 vice presidents within week (see Personal Notes).

(b) ABC affiliates, both AM and TV, make no bones about their anger toward ABC management -- for creating state of uncertainty, failing to tell them the score. They've been disaffected long time, anyhow, by dwindling network income, latterly worried (along with all other network affiliates) by projected AM rate cuts.

(c) Sponsors are asking whether there's going to be a network, whether they may safely make long-term commitments for time, personnel, etc. It's manifest current negotiations -- with inevitable crop of rumors -- aren't good for business.

(d) Minority stockholders of ABC, which is traded on N.Y. Stock Exchange, are also puzzled and disturbed about future status of their holdings. There are 1,698,017 common shares outstanding, of which Mr. Noble owns 901,667, or 53.38%. Executives' holdings, reduced in recent years, aren't very large (Vol. 7:13). Whatever deal Noble makes is bound to be subject to approval of minority stockholders.

Latest asking price was reported $26,000,000, based on a 14-15 valuation of ABC stock. Noble is said to have wanted exchange-of-stock deal with CBS, not cash -- and same idea was being considered in Paramount discussions.

* * * *

Some CBS affiliates are also outspoken in their dislike of what's going on, also sore because they've been told nothing. They're really smarting under recent rate cut order (Vol. 7:15-16), and some who went along with CBS in not applying for TV channels now don't like the enormous testimonial to TV implicit in their network's zeal to get stations via the high finance route.

There can be little doubt that network domination of the industry is thing of past, its collapse hastened by recent events -- particularly the impact of TV. Since rate cuts, NBC suffers from disaffection only little less than ABC and CBS.

This week, Securities & Exchange Commission disclosed that Isaac D. Levy, one of CBS's founders, a major stockholder and director, had sold 5000 shares of his Class A stock as of April 30. It's generally assumed he and his family sold the block of 35,000 shares also marketed privately last week (Vol. 7:18).

BITNERS BUY WLAV-TV FOR $1,300,000: Deal for sale of WLAV-TV, Grand Rapids, was closed in Washington May 11 -- purchase price $1,300,000, purchasers the group headed by Harry M. Bitner, onetime top Hearst executive, former publisher of Pittsburgh Sun-Gazette. Bitner family and employe interests (WFBM Inc.) own WFBM-TV, Indianapolis, which with its AM counterpart is managed by Harry M. Bitner Jr. They also operate AM stations WOOD, Grand Rapids; WFDF, Flint; WEOA, Evansville.

Seller is Leonard A. Versluis, who established WLAV-TV in August 1949. He retains companion AM outlet WLAV, which probably means WLAV-TV call will be changed to WOOD-TV. Station is on Channel 7, which is only vhf outlet allotted Grand Rapids under FCC's new allocation plan; city gets 2 uhf channels, one for education.

Price is highest ever paid for TV outlet in comparable market, exceeded only by the $1,400,000 which Washington Post (55%) and CBS (45%) paid for WOIC, Washington, now WTOP-TV (Vol. 6:25). When CBS last winter bought KTSL, Los Angeles, it paid $333,765 plus $228,000 annual rental of facilities (Vol. 6:52).

Only other TV station sales deals since telecasting came into own -- though a few others are known to be in the making -- were KFMB-TV with KFMB, San Diego, sold to John A. Kennedy for $925,879 and other considerations (Vol. 6:46, 7:17); KBTV, now WFAA-TV, Dallas, sold to Dallas News for $575,000 (Vol. 6:4,11); KLEE-TV, now KPRC-TV, Houston, sold to Houston Post for $740,000 (Vol. 6:13,21).

Personal Notes: Otto B. Brandt, ABC-TV stations v.p., resigns as of June 1 to become v.p. & gen. mgr. of KING & KING-TV, Seattle, succeeding Hugh Feltis . . . Frank Samuels, ABC Western Div. v.p., has resigned to join William Morris Agency as head of TV-radio dept., Hollywood . . . Richard Doherty, NARTB's labor relations director, appointed by President Truman as one of the 6 management representatives on new National Wage Stabilization Board . . . Robert S. Woolf promoted to mgr., DuMont Teletranscription Dept., succeeding Edward R. Carroll, resigned . . . Lloyd Dennis promoted to director of program service, WTOP & WTOP-TV, Washington, succeeding Mrs. Hazel Markel, resigned to join MBS . . . A. Donovan Faust, ex-WLWD, appointed asst. gen. mgr. of WDTV, Pittsburgh; Byron Dowty, ex-WDSU-TV, named production director . . . Harry W. Zipper, ex-asst. to J. Kelly Smith, CBS v.p. in charge of owned & operated stations, named production business mgr., KTSL, Los Angeles . . . W. H. Case, director and senior v.p., appointed head of creative and TV staff for all offices of Campbell-Ewald Co., Detroit; Frank W. Townshend, v.p., named mgr. of New York office . . . Richard McKeever, ex-Wm. Esty & Co., appointed head of TV-radio timebuying, Walter Weir Inc. . . . Edward F. Kenehan, ex-FCC and recently with Welch, Mott & Morgan, Washington, has joined legal staff of RCA Victor, Camden . . . Edgar F. Vandivere Jr. leaves FCC's Technical Information Div., joins Washington consultants Weldon & Carr . . . Newly-elected officers of Assn. of Federal Communications Consulting Engineers: George C. Davis, pres.; James C. McNary, v.p.; Frank G. Kear, secy.; Frank H. McIntosh, treas.; Ronald H. Culver and John Creutz, members of executive committee . . . Mark Woods, ABC vice chairman, awarded honorary Doctor of Laws degree by Ithaca College May 12 . . . Richard C. Dreyfuss, ex-CBS, named film director of WDTV, Pittsburgh . . . Charles A. Batson, TV director, NARTB, has resigned.

Station Accounts: Major newcomers to TV, buying participations on WCBS-TV, New York, are reported by that station to be: Tasty Toothpaste Co. (strawberry & bubble gum flavors), in *Sheriff Bob Dixon Show*, thru Victor Van Der Linde, N. Y.; Pan American World Airways, in *The Early Show, The Real McKay* and *One o'Clock Matinee*, thru J. Walter Thompson Co., N. Y.; British Xylonite Inc. (Halex combing brushes), in *Margaret Arlen Program*, thru Coppo Co., N. Y.; National Enameling & Stamping Co. (Nesco electric roasters), in *Margaret Arlen Program*, thru Needham, Louis & Brorby, Chicago . . . TV-Radio included in plans for National Guard recruiting, for which Congress has been asked for $600,000 for 1952, Robert W. Orr Co., New York, reappointed agency . . . Among other advertisers reported using or preparing to use TV: Clover Lamp Co. Inc. (lamps), thru Ed Shapiro Adv., Philadelphia; Maybert Corp. (Merrie Magic cream shampoo), thru Hilton & Riggio Inc., N. Y.; Rean Mandell Inc. (Candle-Glo home permanent wave), thru Allen & Reynolds, Omaha; Temptin' Products Inc. (Temptin' hair makeup), thru Jay Gabriel Bumberg, N. Y.; Roselux Chemical Co. (Rose-X bleach & starch), thru Murray Director Associates, N. Y.; Altes Brewing Co. (Golden Lager beer), thru McCann-Erickson, Detroit; Pearson Pharmacal Co. (Ennds deodorant pills), thru Harry B. Cohen Adv. Co. Inc., N. Y.; Comal Hosiery Mills Inc. (Comette hosiery), thru Glenn Adv. Inc., Dallas; Brock Candy Co., thru Liller, Neal & Battle Adv., Atlanta (WSB-TV); H. W. Lay & Co. (potato chips), thru Liller, Neal & Battle Adv., Atlanta (WSB-TV); Jose Escalante & Co., Chicago (Cornia cigars) (WENR-TV); Amity Leather Products Co. (billfolds), thru Cramer-Krasselt Co., Milwaukee (WABD); Minnesota Paints Inc., thru Nelson-Willis Inc., Minneapolis; Parfums L'Orle Inc. (Silkmist hair beautifier), thru L. H. Hartman Co. Inc., N. Y.; Hoffman Candy Co. (Cup-o-Gold bar), thru Mayers Co., Los Angeles,

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Trade Report
May 12, 1951

NO REGULATION W RELIEF, OUTPUT DWINDLES: Federal Reserve Board flatly rejected RTMA requests for relaxation of Regulation W -- even as IUE-CIO radio and television conference board was being told by its researchers that about 25,000 TV-radio workers are now unemployed and as official trade statistics showed production falling to new low and factory inventories climbing to new high.

It now looks like a trade stalemate that can be relieved, at least in immediate future, only if there's resurgence of public buying, which nobody contemplates will resume before fall on anything like last year's scale.

Inventories continue high (see Topics & Trends), and situation wasn't alleviated by RTMA auditors' report that week ending May 4 saw only 66,077 TVs produced (3833 private label), year's new low, comparing with 83,516 preceding week. Factory inventory figure as of May 4 went to 474,541, new high, compared to 403,642 the week before. Radios fell, too -- totaling 298,149 for week, with inventory of 187,305, auto sets actually exceeding home units. Week's output comprised 136,538 auto radios, 122,686 home sets, 38,925 portables.

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RTMA decided to appeal to Congress for relief, disagreeing with the FRB's finding that Regulation W isn't to blame. It had asked amendment of credit regulation to permit trade-ins to be applied against 25% down payment, or else that TV-radio sets be placed in house furnishings category so that down payment might be 15%. Both ideas were rejected, FRB stating:

"Although the Board recognizes that there has recently been a marked softening of demand for TV sets, compared with the heavy buying wave during December and January, it doubts that the restrictions of Regulation W have been the dominant factor in this relative slackening of demand for such sets.

"The phenomenal expansion of TV production and sales in the relatively short span of the past few years raises a question as to whether there may now be a temporary condition of near-saturation of existing major markets. Also, many potential purchasers in the existing major markets probably are deferring purchases for one reason or another, such as the expectation of further price reductions as present inventories are liquidated, or the imminence of uhf TV.

"In so far as Regulation W is not the cause of the reduction in sales of TV sets, a relaxation of the requirements of the regulation could not reasonably be expected to solve the problem...

"A major relaxation for one regulated article -- such as allowing trade-ins to be counted as down payments on television sets -- would tend to create important competitive inequities unless there was also such an equivalent relaxation for competing articles as to amount to a general relaxation that would tend to nullify the effectiveness of the regulation."

Board's letter, whose economic reasoning regarding TV markets and "the imminence of uhf TV" are obviously open to challenge (see statement on p. 7), says it can't make exceptions for one regulated article, concludes it must "consider the necessity for curbing the inflationary effect of installment credit in the interests of the country as a whole in this period of national emergency."

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RTMA has engaged consulting economists Boni, Watkins, Mounteer & Co., New York, which worked with its tax committee, to prepare data on effects of Regulation W on sales for presentation to Congress. Philco general counsel Philip Dechert was appointed chairman of special committee to prepare testimony. Members: Robert S. Alexander, Wells-Gardner; H.C. Bonfig, Zenith; John W. Craig, Crosley; S.R. Curtis, Stromberg-Carlson; Allen B. DuMont; Paul V. Galvin, Motorola; H.L. Hoffman, Hoffman Radio; Robert Seidel, RCA Victor; Glen McDaniel, RTMA; Frank Uriell, Admiral.

THE CASE FOR THE TV-RADIO & APPLIANCE INDUSTRY

Editor's Note: *Here is a sizeup of the TV-radio and appliance trade's current dilemma, with recommendations what to do about it—so clearly and succinctly stated, so sound, that the full text merits close reading by everybody in the industry. The author prefers to remain anonymous. Suffice to say he's one of the business' older and wiser heads, who wrote this as a memorandum for certain govt. officials as an industry service, not for aggrandizement of himself or his firm. It wasn't intended for publication, but we were able to obtain a copy with permission to reprint.*

AN important artery of the national economy has developed a clot—and remedial measures are urgently needed.

This clot is in the form of excessive inventories in the appliance and television industries. The condition of distributor and retail inventories in this field has reached a state which, if allowed to continue, can do great harm in our economy. It is already causing bankruptcies, and due to increased factory inventories which are not moving will result in the layoff of a large number of our labor force before the Government's defense program is ready to absorb this labor.

While it makes no difference at this time how the present condition came about, it will be helpful in finding a solution to review exactly what has happened and *not* happened.

Last fall the Government, of necessity, released publicity indicating to the public, manufacturers, distributors and dealers that there were going to be shortages. These shortages, according to the statements, would begin to take effect in the spring of 1951 and would get worse as the year wore on.

The reaction was immediate. The manufacturer, having large stocks of material on hand, was galvanized by fear that his production would gradually diminish and decided to ignore the normal seasonal trends by building everything possible in the little time that he felt was available.

The dealer shared this fright. He decided to buy everything he could in order to protect himself, so as fast as the goods were produced they were absorbed by the dealers.

The consuming public, watching the Korean war and remembering the war shortages, bought in anticipation of its future needs.

As is always the case when decisions are made in fear and haste, they were wrong.

* * * *

The Government misjudged how rapidly the defense orders would be placed and industry switched over to defense production. Manufacturers were wrong in accepting the Government's appraisal of how fast this was going to happen and also in ignoring seasonal trends. Equally in error were the distributors and retail dealers in buying too much and in buying from many different manufacturers. Everybody was wrong in the light of today's developments.

Neither second-guessing nor recrimination can change the present situation, which is now acute. But an error in judgment may be compounded—as we all hope it will not—by ignoring the unhappy result and letting it continue. Unfortunately, with this condition existing the Government in its effort to control inflation recently announced it was "rolling back prices to pre-Korean levels." This announcement, coupled with the price break which had already taken place in television due to distress stocks in dealers' hands, has caused the public to reduce buying on all appliances.

So the combination of the pre-buying which took place last fall, the application of Regulation W which has eliminated the low-income groups from purchasing, the price break in television and the government's announcement of rollbacks has drastically reduced retail sales.

* * * *

What is to be done with these vast inventories? Stagnating in distributor and dealer stocks, these products will not do anybody any good. They are both wanted and needed by the public, but they cannot serve the public in warehouses. The terminals, being used to store these and other inventories, are also needed for defense purposes. Unsold, they will not produce any profits from which taxes are paid.

It is in the best interest of everyone—government, industry, distributors, dealers and the public—to help move these inventories and dissolve the clot in our distribution system at the earliest possible moment.

The effect of the present situation on labor is of special urgency. Because of the inventory congestion, manufacturers are now forced to lay off workers, and unless sales are stimulated quickly large unemployment will result as activation of defense orders are not presently sufficient to absorb the labor. The result is not only a loss of trained manpower to the manufacturer but loss of tax revenues to the government. The laying off of this labor places a strain on the economy and an extra burden on these people.

In the electronics field, this dispersal of labor is very dangerous. Skilled help must be retained to a reasonable degree by those companies upon whom the Government must depend to produce the electronic equipment that will be needed when the full impact of defense production is upon us.

We believe that these inventories can be relieved within a reasonable time if a temporary modification of some of the orders and Regulation W can be made.

In modifying Regulation W, there are two ways in which this can be done. One is to discontinue the discriminatory requirements that trade-ins on appliances and television sets do not apply to the down payment. The Federal Reserve Board has permitted trade-ins to apply in automobile sales, and there is no reason why they should not apply to the sales on television and appliances. These articles which are traded in have value and represent an investment in money by the people who own them.

* * * *

The second way to help sales is to reduce the 25% down payment now required to 15%. The 25% payment is discriminatory against the low-income groups, forcing them either to forego purchases altogether or in many instances causing them to sell "E" bonds to make the down payments. These people, under our present standard of living, require appliances and the advantages of television sets as much or more than do the more fortunate individuals with larger incomes or more money. It has been proved in the past that low-income groups which are accustomed to buying on low down payments live up to their contracts. As labor leaders have stated, these people should not be discriminated against. In normal times thousands upon thousands of these low-income people would now be purchasing these articles at this season of the year, but under the credit regulations cannot do so. These modifications would do much toward relieving the excessive inventories.

* * * *

The Government should also do something quickly to correct and clarify its price rule order which has just been issued. An analysis indicates that this order is vitally affecting sales and companies cannot do the accounting required by the order in the time allotted, which is May 28. This order, as written, may precipitate a real crisis if not corrected.

In effect, the public has been told that prices are going to be lower on May 28. It is only natural that they will put off buying until after that date unless the dealers and factories guarantee to rebate the difference if prices are reduced. These rebates which would have to apply to present stocks as well as production may amount to millions of dollars, and no factory would dare guarantee prices without knowing the amount involved. It is a

physical impossibility for the accounting departments of companies to comply with the order as written, and analyze and furnish to the government the information that is necessary in determining the prices by May 28. If the Government extends the time allowed when it is evident that this accounting work cannot be done, it will only have the effect of further delaying sales as the public will continue to put off buying. This delay in purchasing is happening during May and June which usually produces about 25% of all appliance sales of the year's total volume.

While this delay in sales is taking place, the factories must continue to produce enough products to hold the labor force. The situation is obviously most serious unless sales can be increased and the inventories reduced.

It has been the practice of the Government in the past to recognize dislocations in our economy and to correct them. The Government, for instance, helps keep farm production and prices on an even keel with a carefully planned program. There are programs to protect wages and help labor in many ways. There are other programs, and there should be a program to protect the distributive system of the country, which is the bloodstream of business and so important to our economic welfare. Since the distributive system now is clogged, action should be taken —immediately--to get the system functioning again.

Unlike the assistance usually given to other segments of our economy, relief in this case calls for no subsidies, and no additional taxes. All that is needed is the correction of orders which are proving to be unworkable and the temporary relaxation of restrictive measures that the government has taken in anticipation of conditions that did not materialize and as a result are impeding the normal functioning of our country.

We, therefore, recommend that the Government immediately modify temporarily these orders. Control of production will automatically be effected in the future through the Controlled Materials Plan for essential industries.

Today, living in a dual economy, part war and part peace, for the first extended period of our history, our country needs flexible approaches to problems that are bound to change from time to time unless we have an all-out war. False consistency can be as dangerous as false security, and our strength will be in our ability to quickly recognize and to change anything that is not working.

THE TV BUSINESS—TAKE A LONG LOOK AHEAD! It isn't often that anybody's ad is worth repeating as news -- but Bendix Radio's inspiring full-page in recent Retailing Daily, captioned "Take a Long Look Ahead!" ought to be posted prominently in every business house in TV, ought to be must reading for every employer and employe alike who may feel any sense of gloom about TV's currently becalmed trade winds. The text:

"We who are in the television business -- whether as manufacturers, distributors, or retailers -- are fortunate, indeed.

"Here is a business as sure of its future as the automobile industry, and for an identical reason: television fills a fundamental human need.

"Nothing can stop it -- not Regulation W, station freezes, material shortages, taxes, competition from other consumer products, or any other spectre evoked by the prophets of gloom.

"What the public wants it gets -- and it is now beyond question that the public regards television as an essential of living. As sure as sunrise every home will have it, for the obvious reason that -- unlike almost every other necessity -- it has no substitute.

"The bogey of market saturation also vanishes before the facts revealed by a nearly perfect business parallel.

"The radio business is nearly thirty years old. Ninety per cent of American homes have radios. Yet, despite the competition of television in radio's major outlets, in 1950 this old and allegedly saturated market absorbed 14,500,000 new radio sets -- more in a single year than all television sets sold to date.

"The future is brighter still for television. For the past decade population increase in the United States has averaged 1,900,000 a year. Simple mathematical progression should increase that figure in coming years...

"Normal replacement of small picture sets, worn out sets, and sets outmoded by improvements now in prospect, plus multiple set ownership, assure a steady yearly market of many millions more...

"Actually, the lifting of the station freeze will eventually multiply the number of buyers many times, and benefit today's markets immeasurably by opening up sales to the millions in the marginal regions around present broadcasting areas. Phenomenal as its volume has been to date, the business is still but a shadow of what it will become.

"In fact, a business opportunity as broad as television has appeared only two or three times in this century. As far as thought can reach, the market is big and prosperous. It is one of the richest bonanzas of all time.

"If you have a soundly backed and soundly financed television franchise, hang on to it -- you own a gold mine. If you have television sets in storage, don't be panicked into price-cutting. The radio industry, stampeded by every seasonal change in the selling pace, threw away untold millions of dollars in profits by unnecessary dumping. We know better today. The market is there. Take a look ahead, then get back to good old-fashioned aggressive, intelligent selling."

Topics & Trends of TV Trade: Inventory statistics are next quarry of Frank Mansfield's RTMA statistics committee, with Dun & Bradstreet to do monthly survey of wholesale and retail establishments to determine exactly how many TV and radio receivers are on hand. Factory inventories are already being reported weekly, along with RTMA's production estimates, compiled by Haskins & Sells. Plan is to have about 40 manufacturers underwrite effort for about year, see how well it works, then make it part of regular RTMA statistical service if figures fill a real need.

While industry leaders have guessed total TVs now in pipelines at anywhere up to 2,000,000, Television-Electronics Fund Inc. this week released what it believes is first published "study" of TV industry's inventory position. Details of how figures were arrived at weren't disclosed, but investment trust's statisticians estimated accumulated inventory on May 1 at between 1,750,000 and 1,850,000 sets, or about a 3 to 3½ months' supply based on average monthly sales for preceding 12 months.

Report estimated inventory at 1,261,000 as of Jan. 1, 1951, rising to 1,835,000 as of April 1 and 1,935,000 as of April 27. Latter figure, it is stated, should be adjusted to allow for between 150,000 and 200,000 sets scrapped and destroyed—hence the above May 1 "guesstimate."

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Radio, TV & Parts Conference of IUE-CIO, representing about 75,000 workers (Daniel Arnold, RCA, chairman), adopted resolutions in Chicago May 5 making these points:

(1) Asks companies to cut prices, produce lower-priced models. Asks Federal Reserve Board "to temporarily liberalize the credit rules [by] reducing the down payment to 15% and permitting old sets to be used as part of the down payment." Opposes proposed increase in excise tax to 25%.

(2) Wants defense agencies to "take more vigorous steps" to see that "proper share" of electronics prime and subcontracts go to electronics industry, and that such contracts "be distributed widely and not concentrated into a few firms." Union refers to 190,000 workers in TV, radio, parts industries, foresees 400,000 within another year. It claims "resources of this industry have not been adequately utilized," asserts "new facilities are being built while present facilities are inadequately used, new manpower is being hired and trained in new centers while present manpower suffers unemployment."

(3) Seeks to wipe out what it calls present "12-15¢ an hour differential our industry suffers compared with others." Asks that (a) wages be adjusted for increases in living costs; (b) wages be adjusted for increases in productivity; (c) all segments of industry be brought up to date with respect to pensions, insurance, severance pay, vacations, holidays, etc.; (d) $2000 wage floor be set for average year's work; (e) layoff plan be adopted providing for full pay for short periods of unemployment, half-pay for prolonged layoffs—all to come out of company profits (Vol. 7:16).

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Admiral is introducing 14-in. table model at $159.95, including excise tax, lowest price it has ever quoted. Purpose stated by sales v.p. Richard Graver: "To bring TV back within the buying power of the majority of American wage earners, whose ability to buy more expensive models has been seriously handicapped by the high down payments and short repayment period imposed by Regulation W."

John Meck May 8 guaranteed prices against reduction until Sept. 15, and RCA distributor Krich-New Jersey this week went RCA's guarantee to Aug. 1 (Vol. 7:18) one month better and extended it to Sept. 1.

DuMont's guarantee against price reductions, announced this week in wake of RCA and GE guarantees (Vol. 7:18), is all-inclusive, reads thus: ". . . beginning May 9, 1951, and continuing until Sept. 10, 1951, [DuMont] guarantees distributors against any reduction in distributor prices below the published price schedule of Nov. 1, 1950, on merchandise purchased by distributors during the period of guarantee. Under this guarantee, the distributor will receive a merchandise credit or cash covering reduction of distributor prices, whether brought about by price control, rollback, or otherwise . . ." No new models will be offered before fall, DuMont also stated.

New trade-in policy developed by Krich-New Jersey Inc., RCA distributor, which may be extended to other areas where there are lots of 10-in. receivers: Krich guarantees to pay dealers $50 for any 10-in. sets they take as trade-ins against purchase of more expensive 1951 model with larger screen. If dealer wants to keep set for resale, RCA Service Co. will overhaul it for $8.95.

RTMA tax committee has submitted study on effect of proposed excise tax increase to 25% to House Ways & Means Committee, supporting industry's recent testimony (Vol. 7:5-13). Report prepared by Boni, Watkins, Mounteer & Co., New York, shows that increase would "drastically affect industry sales," particularly among lower income consumers; also that loss of revenue to Govt. from income and excess profits taxes would largely offset additional revenue that might be obtained from higher excise.

Meeting on trade practice rules will be held by RTMA in Washington June 21, preparatory to industry conference with Federal Trade Commission which has called conference but set no date (Vol. 7:10). Proposals to be submitted to industry meeting first will be approved by RTMA board at June 4-7 Chicago meeting.

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RCA has started production of electrostatically-focused 17-in. tube sets, to be delivered later this month. Electrostatic picture tubes will be used in RCA's 14 & 19-in. sets when current supply of magnetic-type tubes and focusing components is exhausted. No model change is involved. Majestic will begin production of electrostatically-focused set in 6-8 weeks, using new 21-in. all-glass rectangular tube to be produced by American Television Inc. (U. A. Sanabria) beginning June 1.

Canadian RMA reports 5995 TVs sold by factories for $3,501,795 during March, with inventory of 2830 units as month ended. Table models under $400 list price totaled 338, over $400 totaled 1735. Consoles under $500 totaled $432, over $500 totaled 2985. TV-phonos numbered 465. Windsor area (Detroit) took 38% of March sales, Toronto-Hamilton took 39%. First 3 months of 1951 unit sales were 14,052, valued at $7,696,855. Cumulative TV sales to March 31 totaled 51,875 valued at $23,973,438, with 44% in Windsor area, 35% in Toronto-Hamilton, 16% in Niagara Peninsula, 5% other areas.

Plant Expansions: Bendix Radio has leased 40-acre former Pimlico tract, Baltimore, has remodeled field's 2 hangars, will use space to train Air Force personnel in maintenance of electronic equipment . . . Radio Materials Corp. (ceramic condensers) building new one-story plant at 3311 N. California Ave., Chicago; it adds 15,000 sq. ft. to the 6500 already available in 1708 Belmont Ave. plant and 30,000 in Attica, Ind. . . . Canadian Westinghouse, which recently completed new plant at Three Rivers, Que., plans 2 new plants in Hamilton, Ont., for defense electronics and other production.

GE is shipping its 24-in. console to distributors, priced at $775 (Vol. 7:2). GE is also shipping 24-in. tube to distributors.

Trade Miscellany: "We Have the Most to Save, Let's Save the Most," was slogan that won $600 all-plant prize in RCA contest to promote savings of critical materials; winner, out of 17,000 entries, was Theodore Miley, operator in engineering section of Lancaster tube plant . . . Custom TV market took about $10,000,000 worth of chassis in 1950, which means estimated 90,000 such units were bought and installed in fireplaces, bookcases, wall recesses, special cabinets, etc., according to John H. Cashman, Radio Craftsmen president . . . Arvin has new 12½-in. console at $199.95; it also recently put last year's 8½-in. table model at $129.95 back into line (Vol. 7:15) . . . Second TV outlet projected in Sao Paulo, Brazil, is reported by IT&T, whose subsidiaries have orders for complete equipment, including Telecruiser remote pickup coach and microwave links; new company is Radio Televisao Paulista, S. A. . . . Some 3000 TVs are now in use in Rio de Janeiro and Sao Paulo, reports Philco International v.p. R. L. Romeyn, and another 5000 should be sold in those cities by end of 1951 . . . RCA Victor is first to announce summer vacation closedown period—July 7-16, same dates as many of its suppliers . . . Admiral consoles will be installed in all suites of both Ambassador East and Ambassador West Hotels in Chicago, beginning June 1; contract between hotel management and Admiral was signed May 9 . . . Hotel Book-Cadillac, Detroit, has installed RCA "Antenaplex" system to permit TV reception in each of its rooms; installation was by Wells Television Inc.

TV-radio workers averaged $57.53 per week in February, reports Bureau of Labor Statistics. This compares with $57.55 in January, $56.96 in December. BLS also noted that TV-radio employes worked 40.4 hours in February, 40.9 in January, 41.1 in December; earned hourly average wages of $1.424 in February, $1.407 in January, $1.386 in December. Average weekly earnings for all 1950 were $53.85, compared with $50.68 for 1949, average weekly hours were 40.7 vs. 39.5, hourly earnings $1.323 vs. $1.283. BLS also reported industry employed 180,900 production workers in February, 179,900 in January, 190,300 in December—compared to average of 159,000 for all 1950.

Admiral's Ross Siragusa said May 12 his company is now producing 40,000 TVs a month, same as second 1950 quarter, adding that "sales have turned the distress corner." He said Admiral owes no money, contemplates no bank loans.

Offering of 400,000 shares of Sylvania common, priced at 29⅛, was sold quickly this week when placed on market by Paine, Webber, Jackson & Curtis and about dozen associated underwriters. About two-thirds of proceeds will be used to increase working capital, remainder largely for new equipment.

Trade Personals: Wm. C. Scales appointed gen. sales mgr., DuMont cathode ray div. . . . Milton R. Benjamin promoted to sales v.p., Majestic . . . Harold W. Giesecke, ex-Westinghouse, appointed asst. to gen. mgr., Bendix Radio . . . George Axmacher has resigned as sales mgr., Freed Radio . . . Edward J. Penberthy named sales mgr., Radio Condenser Co.; David DeWitt named research v.p., Devereaux Martin asst. to president, Allan Easton mgr. of communications engineering, Radio Receptor Co. . . . Joseph B. Hersh named executive v.p., O. L. Cohen purchasing v.p., John A. Van Auken, sales v.p., Utility Electronics Corp. . . . N. J. Sims promoted to mgr. of distribution, F. T. Myles to mgr. of home instruments dept., RCA Victor Ltd. of Canada . . . Rex Wilson, chief engineer, elected engineering v.p. of Tele-Vogue Inc., Chicago, manufacturing subsidiary of Muntz TV Inc.; W. G. Henke, ex-Admiral, named coordinator of engineering.

Financial & Trade Notes: Philco discloses govt. defense orders totaling about $100,000,000 for radar, electronic and ordnance equipment, research and development programs, training projects—one of largest, if not largest, totals in electronics industry. Nearly 2000 Philco technical representatives are on duty all over the world with Army, Navy and Air Force, working on electronic equipment, president Wm. Balderston stated in announcing first quarter report.

Philco sales first 3 months of 1951 were $113,524,000, new record for any quarter in its history, comparing with $79,487,000 same quarter last year. Net income after taxes was $4,354,000 or, after preferred dividends, $1.21 per share on 3,525,372 shares of common outstanding. In same period last year, profit was $4,074,000 ($1.13). Increased taxes brought Federal tax bill for quarter to $9,542,000 vs. $3,358,000 same quarter 1950, up 184%.

"We are now going through a period of balancing production with sales, which may last for another few weeks," said Mr. Balderston. "The country has demonstrated that it can maintain a high level of civilian output at the same time it is building up its defenses, and this means that Philco production and sales for 1951 promise to be considerably greater than appeared likely in January."

* * * *

Among officers' and directors' stock transactions reported by SEC for March: Lynn C. Park gave 1000 Admiral as gift, holds 24,820; Joseph B. Hall bought 200 Avco, holds 400; Herbert W. Clough bought 100 Belden Mfg., holds 600; Arthur L. Wanner bought 50 Belden Mfg., holds 1850; William C. Decker bought 3000 Corning Glass, holds 7296; Charles D. LaFollette bought 2000 Corning Glass, holds 5200; Allen B. DuMont gave 100 DuMont as gift, holds 56,400; Anthony R. Kirsch bought 50 Indiana Steel (Feb.), holds 50; Percy L. Schoenen sold 1900 Olympic (Sept. 1950), holds 22,600; Courtnay H. Pitt sold 200 Philco, holds 1270; William Gammel Jr. gave 100 Raytheon as gift, holds 17,170; Robert H. Bishop sold 400 Sylvania, holds 659; Arthur L. Chapman bought 38 Sylvania, holds 58; Curtis A. Haines bought 43 Sylvania, holds 143; John S. Learoyd bought 37 Sylvania (Feb.), holds 587; Don G. Mitchell bought 174 Sylvania, holds 3174; Donald MacGregor sold 100 Zenith, holds 150.

Oak Mfg. Co. transactions reported by SEC: Common —William Bessey bought 800, inherited 7418, holds 12,229; John A. Rovelstad bought 300, holds 2556; Elof Sandstrom bought 800, holds 5512. Warrants for common—Peter B. Atwood sold 2000, holds 1500; William Bessey sold 800, Robert A. O'Reilly sold 1800, John A. Rovelstad sold 1000, Elof Sandstrom sold 1500, Irwin N. Walker sold 1470, no longer hold any warrants.

* * * *

Hoffman Radio, due to sharp declines in TV sales in March, showed first quarter sales of $5,771,607 as against $6,240,660 for same 1950 period. Net dropped to $107,876 (18¢ a share) from $680,596 ($1.19) for same period last year. Inventories at end of quarter were $5,955,878 vs. $2,763,332 on March 31, 1950. Hoffman, according to financial reports, expects to apply later this year for listing on N. Y. Stock Exchange.

Olympic has borrowed $500,000 from Irving Trust Co. on 4% notes running to 1956, payable semi-annually at rate of $100,000 a year. Proceeds will be used to prepay $375,000 balance of present term loan and for working capital.

Dividends: Hytron, 10¢ payable June 15 to holders of record May 31; Television-Electronics Fund Inc., 15¢ payable May 29 to holders May 15; Blaw-Knox, 25¢ payable June 12 to holders May 14.

Mobilization Notes: Controlled Materials Plan rules on inventories and distributors' sales (Regs. 2 & 4) were issued May 10 by NPA. Reg. 2 generally limits steel inventories to 45 days' supply, copper and aluminum to 60 days' supply. Reg. 4 requires distributors to accept all orders bearing CMP allotment numbers or DO ratings. Application form CMP-4A for manufacturers of military items and machinery not on "B" list (Vol. 7:18) is now being mailed to manufacturers. NPA has issued Product Assignment Directory, listing 13,000 items and indicating in each case the NPA industry division assigned to the product for purposes of CMP and limitation orders. Also issued by NPA, and being mailed to all firms who are expected to operate under CMP, is brief non-technical booklet, *ABC's of CMP*. All of this CMP material will soon be available from Commerce Dept. field offices, and can be obtained now from NPA, Washington 25, D. C.

Only one of 90 certificates for rapid tax amortization of new production facilities granted by DPA April 27-May 3 went to manufacturer of electronic products. Collins Radio was issued certificate for 5-year writeoff of 80% of $77,382 in new Arcadia, Cal. facilities for production of radio units. The 90 certificates represented expansion costing $291,112,376. Total certificates issued through April 13 covered expansion valued at $3.25 billion, vast majority for production and processing of basic materials. Electronic and electrical production facilities represented about 1% of this amount, or $32,800,000.

Nickel is so critical that NPA has ordered International Nickel Co., sole supplier, not to furnish during May more than 60% of nickel called for in any defense-rated (DO) order, or more than 15% of monthly average first-half 1950 consumption to civilian users. This directive doesn't apply to receiving tube industry, to which 200,000 lb. of nickel was allocated for May, 180,000 for June—close to 75% of the industry's first-half 1950 average monthly rate of use. Allotment is for both military and civilian tubes, and comparative size of tube industry's ration indicates how vital NPA regards electronic industry.

To help relieve copper shortage, Congress this week passed bill to suspend 2¢-a-pound copper import duty retroactively from April 1 until Feb. 15, 1953, with duty to go back into effect whenever domestic copper price falls below 24¢ a pound. Duty was suspended during World War II and during most of post-war period. President is expected to sign bill. General Services Administrator Jess Larson told Congressional committee govt.'s program of tungsten purchases will total about $185,000,000, with losses not expected to run over $25,000,000 when the tungsten is resold domestically. Meanwhile, NPA officials said less than 5% of nation's rearmament program is "in trouble" because of metal scarcities.

Radio, TV and Household Appliance Wholesale Advisory Committee (Vol. 6:51, 7:2) will meet with NPA May 17 in Washington, with replacement parts problem prime topic on agenda.

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Mobilization Personals: John Dillon, former IUE-CIO board member and ex-Sperry Gyroscope employe, on loan from union to serve as labor consultant to NPA Electronics Div. director John G. Daley . . . Willard Green, formerly in FCC AM Engineering Div., named to staff of NPA Electronics Div., to serve in end products section under J. Bernard Joseph . . . Berlon C. Cooper, ex-eastern editor of *Electrical Construction & Maintenance*, named consultant to NPA Building Materials Div. . . . Kenneth H. Klipstein, on leave as gen. mgr., Calco Chemical Div. of American Cyanamid Co., succeeds Joseph S. Bates, resigned, as head of NPA Chemical Div.

Steel limitation order M-47 definitely will be tightened next quarter. Here's why: More than half the nation's record steel output will probably have to be set aside for defense and defense-supporting programs in July, even more in August. So NPA told steel industry May 10. That will mean 10-15% greater bite into steel supplies—much of it to be absorbed by consumer durables industries.

M-47, which permits TV-radio manufacturers to use steel during second quarter at 80% of first-half 1950 rate (Vol. 7:10-11, 14) will probably be chopped to 70% for third quarter. Auto makers have already been cut to 75% for June, and told their July quota will be 70%.

Principal complaint of TV-radio makers continues to be that M-47 freezes manufacturers' permitted intermixture of models and types of products. NARDA president Mort Farr, in letter this week to NPA chief Fleischmann, said in this respect "M-47 goes beyond the required limits and creates artificial obstacles to the normal free play of our economy." In TV-radio-phono field, Farr said, Regulation W has brought lower-priced units into "greater demand than they normally would be." Combining or reducing number of the 5 listings in this category, he said, would help fill this demand and benefit "every segment of the industry, from consumer to manufacturer."

Industry got promise last month from NPA assistant administrator Horace B. McCoy that effort would be made to break TV-radio-phono category down to 3 listings, so that steel quotas for radio-phonos could be shifted to radios, and quotas for TV combinations could be used to make more lower-priced TV-only sets.

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The Russians, self-proclaimed "inventors" of TV, say they're engaged in big expansion program, according to May 7 *New York Times* dispatch from Moscow. *Izvestia* reports stations operating in Moscow, Leningrad and Kharkov, more under construction. Number of sets isn't known, but *Pravda* reported 7845 in Moscow last August, and *Times'* correspondent says number of antennas on apartments is "visibly growing." Three types of sets made are: T-1 & KV-49 (4¼x5½-in. screen), T-2 (5x7-in.), with "same price as American console TV sets." Soviets use 625-line system, and definition "compares well with the American." *Izvestia* says world's first TV set was built in 1907 by Boris L. Rossing, a teacher, calls him TV's inventor. This week, New York longshoremen refused to handle baggage of home-going Soviet UN delegates; included were TV sets, washing machines and refrigerators.

Optimistic views of future, as enunciated by industry leaders in current statements: "I think the TV market for the next 10 to 12 years will average from 6,000,000 to 9,000,000 sets per year, depending on the initiative of the manufacturers."—Joseph B. Elliott, RCA Victor. "This year's autumn and winter TV business will be very strong." —Robert W. Galvin, Motorola (who also told stockholders meeting May 7 that Motorola will have profitable second quarter due to good rate of communications, auto and radio sales). "The general condition which we and the industry are now experiencing gives every indication of being only a pause in the extraordinary growth of TV receiver sales."—H. L. Hoffman, Hoffman Radio.

Footnote on TV demand: Letter received by FCC from a citizen of Ft. Wayne, Ind.: "Isn't there any way you could figure Television herein Ft Wayne were a large City with 26 towns with in a aeria of 25 miles. Sir it's hard for us we need a technician bad and I had a fine operator to come here, as soon as he learnd there wasent any television he flatly refused. NO. All so I understand the the International harvester had an engineer a 25 thousand year man point blank refuse to come here on account of no television . . ."

Telecasting Notes: Here's trend that can't be blinked: NBC-TV billings in March ($4,594,203) were only about $500,000 or so under its AM billings ($5,085,636)—and it's confidently expected TV will surpass AM shortly. Figures do not include own stations' income. PIB report (Vol. 7:17) also showed January-March quarter NBC-TV billings at $12,730,785 vs. its network radio's $15,033,209. Speedy rate of change is indicated by fact that NBC-TV billings in March 1950 were only $1,175,186 vs. its AM network's $5,847,374 . . . Mutual, pointing with pride at upsurge of AM billings, reports $6,139,450 for first 4 months of this year vs. $5,932,407 for same 1950 period, gain of 4% . . . WATV, Newark, signed lease to join 5 New York stations on Empire State Bldg., leaving WOR-TV only station not included. Novel antenna for WATV, designed by Andrew Corp.'s M. W. Scheldorf, ex-GE, features elements located around 29-ft. mooring mast itself . . . Paramount's KTLA, Los Angeles, set up own microwave relay for 102-mi. remote last week from Pt. Loma, San Diego, to Mt. Wilson, to pick up arrival of First Marine Division contingent from Korea—believed to be longest remote on record, rivaled only by WBKB's South Bend-to-Chicago 92-mi. remotes for Notre Dame football . . . Denver Post considering applying for TV; if it does, it will be city's eighth applicant (see TV Factbook No. 12) for the 4 vhf (one educational) and 2 uhf channels earmarked for area (see Allocation Report) . . . Bulldozer worked by farmer near Aberdeen, Md. cut 2 coaxial cables afternoon of May 7, cut off network shows south of Philadelphia for about day before they were repaired . . . Abbott & Costello latest to contract with NBC-TV, other top comedians on its contract list being Milton Berle, Bob Hope, Groucho Marx, Jimmy Durante, Eddie Cantor, Ed Wynn, Sid Caesar, Imogene Coca, Danny Thomas, Jack Carson, Dean Martin & Jerry Lewis . . . PRB Inc., TV-radio producing firm set up by Mary Pickford and Buddy Rogers, being dissolved after partner Mal Boyd decided to study for Episcopal priesthood.

Affiliates Committee growing out of opposition to network rate cuts (Vol. 7:16-17) has collected $10,000 from almost 150 stations, seems assured of continuance. Committee meets May 15 in New York, plans to hear A. C. Nielsen and J. B. Ward, Advertising Research Bureau Inc., Seattle, on research to prove AM still a good buy. Meanwhile, latest survey showing pickup in radio listening among TV owners is from WOR, New York. Based on Pulse Inc. study, it shows that 53.7% of TV owners with sets more than 2 years old listen to radio on average night, compared to 36.2% who've had set 9 months or less. Among TV owners who have had set 2 years or more, 27.8% listen to radio for hour every night; of newer TV owners, only 17.8% listen for hour each night.

Georgia Tech (WGST) has protested to FCC the sale of Atlanta's WSB-TV to group of local businessmen (Vol. 7:16), advocating instead that its Channel 8 be assigned to one of 3 existing applicants *(TV Factbook No. 12)*. Application for sale of WSB-TV was returned last week by FCC on grounds it couldn't tell who ultimate stockholders would be, since two-thirds of stock was proposed to be held by investment firm of Clement Evans & Co. Application is expected to be refiled shortly (Vol. 7:18).

General Tire & Rubber Co. (O'Neil interests), for tax and other business reasons, has secured FCC approval to transfer Yankee Network stations to Thomas S. Lee Enterprises, purchased last year from estate of Thomas Lee (Vol. 6:42-45). Plan is to operate that subsidiary as 2 divisions: Don Lee Network and Yankee Network. Yankee stations involved: WNAC, WNAC-TV & WNAC-FM, Boston; WICC, Bridgeport; WONS, Hartford; WEAN, Providence; WGTR (FM), Paxton, Mass.

DOUBLED uhf signal strength at receiver was achieved, RCA announced this week, by tilting Bridgeport transmitting antenna 2½ degrees up or down. These results have obvious and enormous implications for improved service with lower-powered, less-expensive transmitters.

RCA is now studying effect on station interference, but experienced engineers doubt whether tilting will produce extra trouble. In fact, they think it may reduce interference.

Practice isn't new, since work of this kind was done for military during war. In Los Angeles, KECA-TV is now titled "electrically," through phasing. KTTV has experimented with both physical and electrical tilting. WJZ-TV will be tilted electrically when it begins operations from new Empire State Bldg. antenna.

Way technique works, as we understand it, is that tilting permits direct signal and ground-reflected signal to combine, produce cumulative effect.

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FCC budget for July 1, 1951-June 30, 1952, was cut $575,000 to flat $6,000,000 May 4, when House, in economy mood, pruned all independent offices appropriations. FCC cut was marked by bitter diatribe against "pinks and reds" in Commission by Rep. Cox (D-Ga.), who was chairman of 1943 Select Committee that investigated FCC. Cox charged that the Law Dept. controls Commission and "has sought to dominate, to control and to terrorize" station operators. He was abetted by Rep. Rankin (D-Miss.), who proposed elimination of entire FCC appropriation. To defense of FCC came Rep. Thomas (D-Tex.), who cited Comr. Jones (an ex-Congressman) as being "no more a Communist than this table is"; he also defended other commissioners. FCC officials hope Senate will restore cut; otherwise it may be difficult to maintain present 1205 employes.

Crosley asked for Channel 11 in Toledo this week, making third application for that one-station (WSPD-TV) city *(TV Factbook No. 12)*. Crosley now operates WLWT, Cincinnati; WLWD, Dayton; WLWC, Columbus; is applicant for Indianapolis. Also this week, WTBO asked FCC to dismiss its application for Cumberland, Md.

Supreme Court's color decision (Vol. 7:13) should come May 14 or 28, possibly June 4—since Court doesn't sit May 21, is trying to recess for summer on May 28 or June 4 at latest. Traditionally, Court doesn't hold such cases over until beginning of fall sessions.

First uhf transmitter order received by RCA came from WFPG, Atlantic City, which bought 1-kw unit (TTU-1B), plus antenna and monitoring equipment. Antenna will be mounted on station's 408-ft. AM-FM tower.

Latest to announce uhf converter is Air King, whose parent Hytron was recently purchased by CBS (Vol. 7:15). Company quotes lowest price yet, $29.95 including antenna, says it will have units ready when uhf stations are on air.

More May 1 sets-in-use reported since NBC Research's "census" of April 1 (Vol. 7:17): Los Angeles 1,038,750, up 138,750; St. Louis 289,000, up 7000; Kansas City 118,523, up 3523; Omaha 77,415, up 4615.

Copies of Digests of Comments

Included herewith, for all full-service subscribers, is our 8-page *Digests of Comments on Proposed TV Allocation Plan* (Supplement No. 72). Extra copies of this report, containing digests and listings of all commercial, educational and municipal comments, are available at $2, or $1 in quantities of 25 or more.

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Supplement No. 72
May 12, 1951

Appearances for Hearing

Digests of Comments on Proposed TV Allocation Plan

Hearing Scheduled to be Conducted before FCC en banc Starting June 11, 1951; Docket No. 8736

For proposed rules and table of allocations, see TV Allocation Report issued by FCC March 22, 1951 and published in full text by Television Digest March 24, 1951

(Note: Included are digests of all proposals filed through May 7, 1951 available in FCC files)

SPECIFIC AND GENERAL COMMENTS

(For list of educational institutions favoring plan in general terms, see page 7)

ALABAMA

Johnston Broadcasting Co., Birmingham (WJLD)—Requests assignment of Channel 7 to Birmingham, substituting 4 for 2 in State College, Miss., 2 for 7 in University, Ala. (Franklin K. Lane & Orville H. Walburn).

Birmingham Broadcasting Co. Inc., Birmingham (WBRC & WBRC-TV)—Favors FCC proposal to shift WBRC-TV from Channel 4 to 6. (George O. Sutton).

Voice of Dixie, Birmingham (WVOK)—Requests assignment of Channel 7 to Birmingham, affecting following cities: Meridian, West Point, State College, Miss.; University, Ala. Stephen Tuhy, Jr.).

Deep South Broadcasting Co., Montgomery (NEW)—Requests assignment of Channel 3 to Montgomery, substituting 4 for 11 in Meridian, Miss., 11 for 13 in Biloxi, Miss., 13 for 3 in Pensacola, Fla. (Stephen Tuhy Jr.).

Tuscaloosa Broadcasting Co., Tuscaloosa (WTBC)—Requests assignment of Channel 2 to Tuscaloosa from State College, Miss.; add 4 to State College. If plan proposed by WREC Broadcasting Service is adopted, requests assignment of 8 to Tuscaloosa. (Prince, Taylor & Crampton).

ARKANSAS

Southwestern Publishing Co., Fort Smith (KFSA)—Requests assignment of Channel 8 to Fort Smith from Muskogee, Okla.; 11 instead of 8 for Muskogee. (Haley, McKenna & Wilkinson).

CALIFORNIA

McClatchy Broadcasting Co., Bakersfield (KERN)—Requests assignment of Channel 8 to Bakersfield. (Dow, Lohnes & Albertson).

Radio Station KERO, Bakersfield (KERO)—Requests assignment of Chanel 8 to Bakersfield. (Pierson & Ball).

California Inland Broadcasting Co., Fresno (KFRE)—Requests assignment of Channel 3 to Fresno from Visalia, substituting 49 for 3 in Visalia. (Pierson & Ball).

KARM, George Harm Station, Fresno (KARM)—Requests assignment of Channel 5 to Fresno from Goldfield, Nev.; substituting 11 for 5 in Goldfield, Nev.; or, 7 to Fresno; or, 9 to Fresno from Tonopah, Nev.; 6 to Tonopah from Ely, Nev.; 12 to Ely. (Hogan & Hartson).

McClatchy Broadcasting Co., Fresno (KMJ)—Requests assignment of Channels 5, 7 & 9 to Fresno. Requests reduction in minimum separation requirements. (Dow, Lohnes & Albertson).

Pacific Video Pioneers, Long Beach (KALI)—Requests liberalization of 23-db maximum power limitation on Channels 14 to 83, permitting single stations to increase to 26 db and permitting horizontal increases by 2 or more stations. (Haley, McKenna & Wilkinson).

American Broadcasting Co., Los Angeles—See New York, N. Y.

Earle C. Anthony Inc., Los Angeles (KFI & KFI-TV)—Requests that adjacent-channel ratio be changed from 0 db to —6 db and clarification of height-power-interference requirements, particularly in relation to mountain-top installations. Also requests arrangement with Mexico permitting KFI-TV and KECA-TV to achieve 200 kw at present heights. (Caldwell-Rollo).

KMTR Radio Corp., Los Angeles (KLAC & KLAC-TV)—Requests change of adjacent-channel ratio from 0 db to —6 db. (John P. Hearne, Los Angeles).

KTTV Inc., Los Angeles, Cal. (KTTV)—Requests amendment of adjacent-channel ratio from 0 db to —6 db. (Hanson, Lovett & Dale).

U of Southern California, Los Angeles—Objects to reservation of uhf channel for educational use. (William H. Sener, TV dept.).

Steven A. Cisler, Monterey—Favors FCC proposals for Monterey. (Barnes & Neilsen).

Monterey Radio-Television Co., Monterey (purchase of KMBY pending)—Favors FCC proposals for Monterey. (Dow, Lohnes & Albertson).

KROW Inc., Oakland (KROW)—Requests reclassification of Channel 9 for commercial use, assign uhf to educational, return 13 to San Francisco-Oakland. (John P. Hearne, Los Angeles).

Tribune Bldg. Co., Oakland (KLX)—Requests assignment of Channel 13 to Oakland from Stockton; 3 to Stockton from Visalia; 2 to Visalia; 4 to Reno in lieu of No. 3. (St. Clair, Connolly & Cerini and Wheat, May & Shannon).

KECC Inc., Port Chicago (KECC, Pittsburg, Cal.)—Requests assignment of Channel 15 to Port Chicago. (Fly, Shuebruk & Blume).

Harmco Inc. (KROY) and KCRA Inc. (KCRA), Sacramento—Request assignment of Channels 3 & 8 to Sacramento from Reno. assignment of 2 or 4 & 11 to Reno. (Hogan & Hartson and Loucks, Zias, Young & Jansky).

KCRA Inc., Sacramento (KCRA)—See Harmco Inc.

McClatchy Broadcasting Co., Sacramento (KFBK)—Requests assignment of Channel 3 to Sacramento from Reno, substituting 4 for 3 in Reno. (Dow, Lohnes & Albertson).

Salinas Broadcasting Co., Salinas (KSBW)—Requests assignment of Channel 8 to Salinas from Monterey, substituting 28 for 8 in Monterey. (Krieger & Jorgensen).

Airfan Radio Corp., San Diego (KFSD)—Requests assignment of Channel 6 or 12 to San Diego, to be replaced in Tijuana, Mex., with uhf channels. (Hogan & Hartson).

Charles E. Salik, San Diego (KCBQ)—Requests assignment of Channel 6 or 12 to San Diego, leaving 6 or 12 to Tijuana, Mex. (Cohn & Marks).

Television Broadcasting Co., San Diego—Requests assignment of Channel 15 to San Diego; 12 to San Diego from Tijuana, Mex.; 27 and 33 to Tijuana from San Diego; assign uhf Channels to Mexico by specific number; have maximum power agreement between Mexican and United States stations. (L. N. Papernow).

Columbia Broadcasting System, San Francisco—See New York City.

Television California, San Francisco (KM2XCW)—Requests assignment of Channel 13 to San Francisco-Oakland from Stockton; substituting 4 for 3 in Reno, 3 for 6 in Sacramento, 6 for 13 in Stockton. (Haley, McKenna & Wilkinson).

Standard Radio & Television Co., San Jose—Favors FCC proposal for San Jose. (Krieger & Jorgensen).

Radio KIST Inc., Santa Barbara (KIST)—Requests assignment of Channel 8 to Santa Barbara. (Hogan & Hartson).

COLORADO

Northwestern Colorado Broadcasting Co., Craig (KRAI)—Requests assignment of Channel 5 to Craig. (Fletcher & Midlen).

Sen. Edwin C. Johnson (D.-Colo.), Denver—Requests addition of more vhf channels to Denver, through one of 3 alternative channel shifts involving Boulder and Colorado Springs, Colo.; Cheyenne and Rawlins, Wyo.; Alliance, Neb., plus reclassification of Channel 6 as commercial in Denver.

Sen. Eugene D. Millikan (R-Colo.) Denver—Objects to allocation of only 10 vhf channels to Colorado; requests that vhf allocations to State be "more equitably" increased.

San Juan Broadcasting Co., Durango (KIUP)—Requests assignment of Channel 6 to Durango. (Wilkinson, Boyden & Cragun).

Western Slope Broadcasting Co., Grand Junction (KFXJ)—Requests assignment of Channel 3 to Grand Junction. (Fletcher & Midlen).

Uncompaghre Broadcasting Co., Montrose (KUBC)—Requests assignment of Channel 11 to Montrose, affecting Price, Provo, Ogden, Logan, Tooele, Utah. (Fletcher & Midlen).

CONNECTICUT

State Dept. of Education, Hartford—Requests that uhf flexibility channels be made available to educational institutions. (F. E. Engleman, commissioner).

CONNECTICUT (Continued)

Hartford Times Inc., Hartford (WTHT)—Requests assignment of Channel 3, 59 & 81 to Hartford by 3 alternative plans, affecting following cities: New Haven, New London, Montpelier, Vt., Lewiston, Me. Requests use of flexibility channels. (Arnold, Fortas & Porter).

Travelers Broadcasting Service Corp., Hartford (WTIC)—Requests assignment of Channel 3 or 10 and 81 or 83 to Hartford, affecting following cities: New London; Providence; Montpelier, Vt.; Lewiston, Me. Also requests that flexibility channels be assigned to cities for which channels have been provided, that transmitter-to-transmitter spacing, rather than city-to-city spacing, be ruling criterion, and that directional antennas be permitted. (Caldwell-Rollo).

Connecticut Radio Foundation Inc., New Haven (WELI)—Favors FCC proposals for New Haven. (Dow, Lohnes & Albertson).

Elm City Broadcasting Corp., New Haven (WNHC & WNHC-TV)—Favors FCC proposal to shift WNHC-TV from Channel 6 to 8, provided no changes are made in suggested rules and standards and in Connecticut allocations. (Fisher, Wayland, Duvall & Southmayd).

Thames Broadcasting Corp., New London (WNLC)—Favors FCC proposals for New London. (Dow, Lohnes & Albertson).

DELAWARE

WDEL Inc., Wilmington (WDEL-TV)—Favors FCC proposal to shift WDEL-TV from Channel 7 to 12. (George O. Sutton).

DISTRICT OF COLUMBIA

Federal Communications Bar Assn.—Requests immediate oral argument on legality of allocations procedure. Contends that (a) procedure for making changes in allocation are illegal, depriving applicants of right to be heard, (b) orderly and expeditious review of Communications Act will be thwarted, (c) FCC will be unable to perform duty of providing fair, efficient and equitable distribution of radio service. Requests that allocation plan be regarded only as a guide and that applicants requesting channels not provided for in plan be afforded hearings. (William A. Porter, president; Leonard H. Marks, chairman, committee on practice and procedure.)

Joint Committee on Educational Television, Washington—Requests that (a) Educational institutions be permitted to apply for flexibility channels where no other channels are reserved, (b) an additional priority be established stipulating a non-commercial service to all of U.S. through reservation of frequencies, (c) cities with fewer than 3 vhf channels have uhf educational channels reserved, (d) provision be made for vhf educational TV in cities where all vhf channels are now occupied. (Telford Taylor and Seymour Krieger).

McNary & Wrathall, Washington—Questions uhf propagation figures, claims it is erroneous for irregular terrain. Requests engineering conference on use of offset-carrier with uhf, higher powers for uhf, clarification of adjacent-channel ratio for antennas over 500 ft.

Television Board, National Assn. of Radio & Television Broadcasters—Opposes educational reservations, endorses principle of pre-determined allocation plan and partial lifting of freeze. (Thad H. Brown).

U. S. Conference of Mayors, Washington—Requests that municipalities operating school systems be eligible to apply for reserved, educational channels. (David L. Lawrence, Mayor of Pittsburgh, president).

FLORIDA

Gore Publishing Co., Fort Lauderdale (WFTL)—Requests assignment of Channel 9 to Fort Lauderdale, substituting 13 for 10 in Miami, 11 for 12 in West Palm Beach, 12 for 11 in Fort Myers. (Haley, McKenna & Wilkinson).

U. of Florida, Gainesville (WRUF)—Requests reclassification of Channel 5 to commercial use. (Dow, Lohnes & Albertson).

City of Jacksonville, Jacksonville (WJAX)—Requests assignment of Channel 2 to Jacksonville, substituting 11 for 2 in Daytona Beach, 6 for 2 in Tallahassee, 3 for 6 in Thomasville, Ga. (Dow, Lohnes & Albertson).

Jacksonville Broadcasting Co., Jacksonville (WPDQ)—Requests assignment of Channel 10 to Jacksonville, reclassification of 7 to commercial use, 170-mile transmitter spacing be only separation criterion, additional assignments with reduced power. (Miller & Schroeder).

Fort Industry Co., Miami (WGBS)—Requests assignment of Channels 9 & 13 or 13 or 5, 9, 11 & 13 to Miami, affecting following cities: West Palm Beach, Fort Myers, Fort Pierce. Requests reclassification of 2 to commercial use, and 29 & 35 be reserved in lieu thereof. Requests review of all channel reservations every 6 months or less, with reservations to continue only if educational groups can show they are taking preliminary steps toward filing applications. (Dow, Lohnes & Albertson).

Isle of Dreams Broadcasting Corp., Miami (WIOD)—Requests assignment of Channels 9, 11 & 13 or 9 & 13 or 6 & 9 to Miami affecting following cities: Fort Myers, West Palm Beach, Tampa-St. Petersburg, Jacksonville, Orlando, Daytona Beach. (Dow, Lohnes & Albertson).

Miami Broadcasting Co., Miami (WQAM)—Requests assignment of Channels 9, 11, 13, 27 & 33 to Miami in lieu of 7 & 10; substituting 7 for 12 in West Palm Beach, 12 for 11 in Fort Myers. (Loucks, Zias, Young & Jansky).

WKAT Inc., Miami (WKAT)—Requests assignment of Channels 9 & 13 to Miami, affecting following cities: Daytona Beach, Fort Myers, Gainesville, Jacksonville, Orlando, Panama City, Pensacola, St. Petersburg-Tampa, Tallahassee, West Palm Beach. (Arnold, Fortas & Porter).

Central Florida Broadcasting Co., Orlando (WORZ)—Requests assignment of Channel 2 to Orlando, substituting 11 for 2 in Daytona Beach. (Hanson, Lovett & Dale).

Tampa Times Co., Tampa (WDAE)—Requests Channel 3 be reclassified to commercial use. (Dow, Lohnes & Albertson).

Tribune Co., Tampa, Fla. (WFLA)—Requests Channel 3 be reclassified to commercial use. (Segal, Smith & Hennessey).

GEORGIA

Radio Athens Inc., Athens (WRFC)—Requests assignment of Channel 11 to Athens from Atlanta, 7 to Atlanta, requiring modification of city-to-city adjacent channel (Atlanta) and co-channel (Johnson City, Tenn.) separation minimums. (Roberts & McInnis).

Atlanta Newspapers Inc., Atlanta (WSB & WSB-TV, hold CP for WCON-TV)—Favors FCC proposals for Atlanta. (Dow, Lohnes & Albertson).

Fort Industry Co., Atlanta (WAGA & WAGA-TV)—Favors FCC proposals for Atlanta. (Dow, Lohnes & Albertson).

Georgia Institute of Technology, Atlanta (WGST)—Requests assignment of Channel 7 to Atlanta. (Arnold, Fortas & Porter).

Southeastern Broadcasting Co. (WMAZ) and Middle Georgia Broadcasting Co. (WBML), Macon—Requests that Channel 7 be allocated to Macon, that 170-mile transmitter-to-transmitter spacing be retained, that city-to-city minimum be abandoned, that additional assignments be made at reduced power where they would better fulfill priorities. (Pierson & Ball).

IDAHO

Boise Valley Broadcasters, Boise (KDSH)—Requests Channel 4 be reclassified to commercial use; 7 or 9 reserved for education, or that uhf channels be added for education. (Arnold, Fortas & Porter).

KIDO Inc., Boise (KIDO)—Requests reserved channel be changed from 4 to 9. (Fisher, Wayland, Duvall & Southmayd).

ILLINOIS

Southern Illinois U, Carbondale—Requests reservation of Channel 10 to Carbondale, moving 6 from Indianapolis to Terre Haute, 10 from Terre Haute to Louisville, 11 from Louisville to Bloomington, 4 from Bloomington to Indianapolis, switching 6 and 12 in Paducah and Cape Girardeau. (D. W. Morris, president).

Champaign News-Gazette Inc., Champaign (WDWS)—Requests assignment of Channel 3 to Champaign affecting following cities: Cedar Rapids, Iowa City, Mason City, Ia.; Kirksville, Mo.; Springfield, Centralia, Ill.; waive mileage separation rules. (Spearman & Roberson).

Columbia Broadcasting System Inc., Chicago—See New York City.

Quad-City Broadcasting Corp., Moline (WQUA)—Requests assignment of Channel No. 10 to Moline-Davenport-Rock Island-East Moline, affecting vhf channels in following cities: Centralia, Quincy, Rockford, Springfield, Ill.; Evansville, Ind.; Cedar Rapids, Iowa City, Mason City, Waterloo, Ia.; Lawrence, Pittsburg, Kan.; Grand Rapids, Iron Mt., Mich.; Austin, Duluth-Superior, Rochester, Minn.; Hannibal, Jefferson City, Joplin, Kansas City, Kirkville, St. Joseph, St. Louis, Sedalia, Springfield, Mo.; Eau Claire, LaCrosse, Madison, Milwaukee, Wausau, Wis. Following stations, now operating, would have to change frequencies: WTMJ-TV, Milwaukee; WLAV-TV, Grand Rapids; KSD-TV, St. Louis. (Dalton Le Masurier, president).

Peoria Broadcasting Co., Peoria (WMBD)—Requests assignment of Channel 12 to Peoria, affecting following cities: Centralia, Springfield, Urbana, Ill., Cedar Rapids, Iowa City, Ia.; Kirksville, Mo. Requests minimum separation be 180 miles city-to-city or 170 miles transmitter-to-transmitter. (Dow, Lohnes & Albertson).

West Central Broadcasting Co., Peoria (WEEK)—Requests assignment of Channel 12 to Peoria, Ill., and Brookfield, Mo., deleted from Urbana, Ill., and Kirksville, Mo. (Pierson & Ball).

INDIANA

Sarkes Tarzian Inc., Bloomington (WTTV)—Favors FCC proposal to shift WTTV from Channel 10 to 4. (A. L. Stein).

Chamber of Commerce, Evansville—Requests assignment of Channel 29 to Evansville. (Leslie Lecroix, mgr., Traffic & Research Dept.).

South Central Broadcasting Corp., Evansville (WIKY)—Favors FCC proposals for Evansville. Suggests educational channels be reserved for one year only. (Franz O. Willenbucher).

Indiana Technical College, Fort Wayne—Requests assignment of Channel 5 to Fort Wayne for educational use, using low power. (Haley, McKenna & Wilkinson).

Public Schools, Gary—Requests (a) uhf flexibility channel be reserved, or (b) 50 be reserved, or (c) 44 be moved from Chicago and reserved. (C. D. Lutz, superintendent).

Lake Broadcasting Co., Gary (WWCA)—Requests assignment of Channel 11 to Gary from Chicago, assignment of 20 in Chicago for education. (Haley, McKenna & Wilkinson).

William H. Block Co., Indianapolis—Requests assignment of Channel 10 to Indianapolis from Terre Haute, substituting 41 for 10 in Terre Haute. (Caldwell-Rollo).

Indianapolis Broadcasting Inc., Indianapolis (WIRE)—Requests that Channel 13 be reclassified to commercial use. (Pierson & Ball).

Radio Indianapolis Inc., Indianapolis (WXLW)—Requests assignment of Channel 13 be reclassified for commercial use, or addition of 38 or uhf flexibility channel to Indianapolis. Contends reservation policy is illegal. (Miller & Schroeder).

WIBC Inc., Indianapolis (WIBC)—Requests assignment of Channel 4 to Indianapolis, and that minimum separation be changed to 180 miles city-to-city or 170 miles transmitter-to-transmitter. Contends allocation violates Section 307(c) of Communications Act. (Dow, Lohnes & Albertson).

Logansport Broadcasting Corp. (WSAL), Logansport, and Owensboro on the Air Inc. (WVJS), Owensboro, Ky.—Request assignment of Channel 10 to Logansport and Owensboro; substituting 34 for 10 in Terre Haute. (Bingham, Collins, Porter & Kistler and Loucks, Zias, Young & Jansky).

W. H. C. Higgins, Michigan City—Favors FCC proposals for Michigan City; requests, if possible, Channel 30 instead of 62 be assigned to Michigan City. (W. H. C. Higgins, West Orange, N. J.).

Ball State Teachers College, Muncie—Requests classification of Channels 49 or 55 as educational; or add flexibility channels for educational use. (John R. Emens, president).

IOWA

Iowa State College, Ames (WOI & WOI-TV)—Favors FCC proposal to shift WOI-TV from Channel 4 to 5. (Cohn & Marks).

Gazette Co., Cedar Rapids (KCRG)—Requests Channel 12 be assigned to Cedar Rapids by assigning Channels 3 & 35 to Mason City, Ia., Channels 18 and 41 to Kirksville, Mo. Also requests assignment of 46 to Reedsburg, Wis., 55 to Chariton, Ia., 47 to Trenton, Mo. (Caldwell-Rollo).

Central Broadcasting Co., Davenport (WOC & WOC-TV)—Favors FCC proposal to shift WOC-TV from Channel 5 to 6. (Dow, Lohnes & Albertson).

Davenport Broadeasting Co., Davenport (KSTT)—Requests Channel 2, now reserved for educational use at Iowa City, be assigned to Atalissa, Ia. for commercial use; 11, now reserved at Des Moines. be assigned to Iowa City for educational use. (Loucks, Zias, Young & Jansky).

Cowles Broadcasting Co., Des Moines (KRNT)—Requests that Channel 5, Ames, be classified for educational use; that 11 in Des Moines be reclassified for commercial use. (Segal, Smith & Hennessey).

Independent Broadcasting Co., Des Moines (KIOA)—Requests assignment of Channel 4 to Des Moines exchanging 2 & 4 between Sioux City and Vermillion, S. D.; that 11 be reclassified for commercial use. (Pierson & Ball).

Murphy Broadcasting Co., Des Moines (KSO)—Requests Channel 5 be reclassified for educational use in Ames, reclassify 11 for commercial use in Des Moines. (Spearman & Roberson).

Telegraph Herald, Dubuque (KDTH)—Requests assignment of Channels 5 & 11 to Dubuque, with power limitations. (Eugene L. Burke).

Northwest Broadcasting Co., Fort Dodge (KVFD)—Requests assignment of Channel 4 to Fort Dodge from Sioux City, substituting 2 for 4 in Sioux City, 5 for 2 in Vermillion, S. D.; 4 for 5 in Mitchell, S. D. (Fisher, Wayland, Duvall & Southmayd).

Keokuk Broadcasting Co., Keokuk (KOKX)—Requests assignment of Channel 10 to Keokuk, substituting 7 from Hannibal, Mo. for 10 in Quincy, Ill. (George O. Sutton).

Black Hawk Broadcasting Co., Waterloo (KWWL)—Requests assignment of Channel 12 to Waterloo from Mason City; substituting 3 for 12 in Mason City; 12 to Brookfield, Mo. from Kirksville, Mo. (Roberts & McInnis).

KANSAS

KFBI Inc., Wichita (KFBI)—Requests assignment of Channel 6 to Wichita from Dodge City, 4 to Dodge City, substituting 11 for 6 in Tulsa, 3 for 11 in Lawton, Okla., 11 for 3 in Wichita Falls, Tex. (Dow, Lohnes & Albertson).

Taylor Radio & Television Corp., Wichita (KANS)—Makes same proposal as KFBI Inc., Wichita. (Dow, Lohnes & Albertson).

Wichita Beacon Broadcasting Co., Wichita (KWBB)—Requests assignment of Channels 45 & 53 to Wichita. (Haley, McKenna & Wilkinson).

KENTUCKY

Mid-America Broadcasting Corp., Louisville (WKLO)—Requests assignment of Channel 41 to Louisville. (Haley, McKenna & Wilkinson).

Radio Kentucky Inc., Louisville (WKYW)—Requests assignment of Channel 51 to Louisville, Ky.; opposes reservation of channels for educational use; opposes further power increases for vhf stations; deplores restrictions on use of directional antennas for vhf channels; recommends joint antenna locations for cities with more than one vhf station; opposes reservation of 15 uhf flexibility channels for unknown use. (Barnes & Neilson).

WHAS Inc., Louisville (WHAS & WHAS-TV)—Favors FCC proposal to shift WHAS-TV from Channel 9 to 11. (Miller & Schroeder).

Owensboro On The Air Inc., Owensboro (WVJS)—See Logansport Broadcasting Corp. (Ind.).

LOUISIANA

Baton Rouge Broadcasting Co., Baton Rouge (WJBO)—Requests assignment of Channel 2 to Baton Rouge, affecting following cities: New Orleans, Hattiesburg, Meridian, Miss. (Hogan & Hartson).

Charles W. Lamar Jr., Houma (KCIL)—Requests assignment of Channel 12 to Houma; also that FCC not interpret footnote relating to Gulf area allocations so as to "impose a ban on allocations otherwise in compliance with the Commission's Report." (Haley, McKenna & Wilkinson).

Calcasieu Broadcasting Co., Lake Charles (KPLC)—Favors FCC proposals for Lake Charles. (Bingham, Collins, Porter & Kistler).

Loyola U of the South, New Orleans (WWL)—Requests assignment of Channel 11 to New Orleans; questions legality of reservation of educational channels. (Segal, Smith & Hennessey).

International Broadcasting Co., Shreveport (KWKH)—Favors FCC proposals for Shreveport. (Fly, Shuebruk & Blume).

MARYLAND

Hearst Radio Inc., Baltimore (WBAL & WBAL-TV)—Objects to change of WDEL-TV, Wilmington, from Channel 7 to 12 on grounds it violates 70-mile adjacent channel station separation in conflict with WBAL-TV (11) and WAAM (13). (Dempsey & Koplovitz).

MASSACHUSETTS

Columbia Broadcasting System Inc., Boston—See New York City.

Matheson Radio Co. Inc., Boston (WHDH)—Requests assignment of Channel 9 to Boston, affecting following cities: Springfield, Worcester, New Bedford. Brockton, Mass.; Manchester, Berlin, Rochester, N. H.; Storrs, Hartford, Conn.; Providence, R. I. Requests 2 be reclassified for commercial use. (Dempsey & Koplovitz).

Enterprise Publishing Co., Brockton (WBET)—Requests assignment of Channel 5 to Brockton from Boston. Requests addition of 2 footnotes to Appendix B to permit rapid changes in uhf coverage calculations when data becomes available, rather than requiring waiting while data become incorporated in rules. (Haley, McKenna & Wilkinson).

Hampden-Hampshire Corp., Holyoke (WHYN)—Requests that (a) Channel 3 be allocated to Springfield-Holyoke by moving it from New London, allocating uhf flexibility channel to New London and interchanging Channels 3 and 8 between Lewiston and Montpelier, or (b) Channel 10 be allocated to Springfield-Holyoke area by moving it from Providence, allocating uhf flexibility channel to Providence and shifting WJAR-TV, Providence, from Channel 11 to 12 instead of 10 as proposed by FCC. (Bingham, Collins, Porter & Kistler).

Greylock Broadeasting Co., Pittsfield (WBRK)—Requests assignment of Channel 3 to Pittsfield, affecting following cities: Syracuse, Rochester, N. Y.; Montpelier, Vt.; Lewiston, Me.; New London, Conn.; Hamilton, Toronto, Orillia, Sudbury, Canada. Requests that general uhf propagation curves be replaced by specific data when latter available for particular areas. (Haley, McKenna & Wilkinson).

Public School System, Springfield—Requests that uhf flexibility channels be made available for educational use. (Helen P. Conrad, secretary pro tem).

Regional TV Corp., Springfield—Requests assignment of Channel 3 to Springfield from New London, Conn.; interchange of 8 & 3 between Montpelier, Vt. and Lewiston, Me. (Loucks, Zias Young & Jansky).

WTAG Inc., Worcester (WTAG)—Requests assignment of Channel 12 to Worcester from Providence, R. I. Requests that any channel be available, without necessity of rule-making procedures, to any community which has no comparable assignment, providing minimum separations are maintained. (Hogan & Hartson).

MICHIGAN

Bay Broadcasting Co., Bay City (WBCM)—Requests assignment of Channel 5 to Bay City from Traverse City, 7 to Traverse City. Requests transmitter-to-transmitter spacing be only separation criterion. (Dow, Lohnes & Albertson).

Bay City Public Schools, Bay City—Requests assignment of Channel 12 to Bay City from Flint, classified for educational use.

Twin Valley Broadcasters Inc., Coldwater (WTVB)—Requests assignment of Channel 10, operation with reduced power. (E. H. Munn Jr., station director).

WKMH Inc., Dearborn (WKMH)—Requests an immediate oral argument. Contends that (a) Sec. 4(b) of Administrative Procedures Act is violated, (b) Congress hasn't delegated authority to reserve channels, (c) Sec. 307(b) and intent of Congress is violated, (d) Ashbacker doctrine may be violated, (e) channel shifts of 31 existing stations may delay lifting of freeze due to lack of quasi-judicial hearings. Suggests allocation plan be regarded only as a guide, and that applicants requesting channels not provided for in plan be afforded hearings. (Bingham, Collins, Porter & Kistler).

Booth Radio Stations, Detroit (WJLB)—Requests assignment of Channel 9 to Detroit from Windsor, Canada; 50 to Windsor from Detroit; 6 to Detroit from Lansing, affecting also following cities: Alpena, Iron Mt., Traverse City, Mich. (Arnold, Fortas & Porter).

Fort Industry Co., Detroit (WJBK & WJBK-TV)—Favors FCC proposals. (Dow, Lohnes & Albertson).

Wayne U and Board of Education, Detroit—Request the assignment of Channel 11 to Detroit from Toledo; moving 12 from Flint to Saginaw-Bay City; classifying 11 for educational use. (Krieger & Jorgensen).

WJR, The Goodwill Station Inc., Detroit (WJR)—Requests assignment of Channels 6 & 22 to Detroit, affecting following cities: Lansing, East Lansing, Flint, Ludington, Cadillac. Also requests that transmitter-to-transmitter spacing, rather than city-to-city spacing, be ruling criterion. (Caldwell-Rollo).

Michigan State College, East Lansing (WKAR)—Requests assignment of Channel 10 for educational use to East Lansing, requiring exceptions to minimum separation requirements. (Barnes & Neilson).

Delta Broadcasting Co., Escanaba (WDBC)—Requests assignment of Channel 3 to Escanaba in lieu of 13; 13 to Cadillac and Calumet, Mich.; 5 to Essexville (Saginaw area); 2 to Green Bay, Wis.; 10 instead of 5 to Hancock; 5 instead of 3 to Marquette; 7 instead of 5 to Traverse City, Mich. (Loucks, Zias, Young & Jansky).

Trebit Corp., Flint (WFDF)—Requests assignment of Channel 10 to Flint from London, Ont., 43 and/or 65 to London, requiring exception to city-to-city adjacent channel separation (Windsor, Ont.). (Dempsey & Koplovitz).

Music Broadcasting Co., Grand Rapids (WGRD)—Requests assignmen of Channel 6 to Grand Rapids, substituting 2 for 6 in Green Bay, 5 for 6 in Lansing, 7 for 5 in Traverse City. (Cohn & Marks).

Saginaw Broadcasting Co., Saginaw (WSAM)—Requests that Channels 19 and 28 be moved to Saginaw from Midland and Flint, respectively, and that Channel 51 be moved to Midland from Saginaw. (Bingham, Collins, Porter & Kistler).

MINNESOTA

Southern Minnesota Supply Co., Mankato (KYSM)—Requests assignment of Channel 12 to Mankato from Mason City. Ia.; substituting 3 for 12 in Mason City, 10 for 12 in Brainerd, 12 for 10 in Hibbing, Minn., 12 for 10 in Grand Forks, N. D. (Dow, Lohnes & Albertson).

KNUJ Inc., New Ulm (KNUJ)—Requests assignment of Channel 3 to New Ulm from Watertown, S. D.; 10 to Watertown from Pierre, S. D.; 11 to Pierre. (Frank Stollenwerck).

College of St. Thomas, St. Paul—Requests Channel No. 2 be reclassified for commercial use. (Dow, Lohnes & Albertson).

MISSISSIPPI

Lamar Life Insurance Co., Jackson (WJDX)—Requests assignment of Channel 5 to Jackson, interchange of 10 & 5 between Mobile and Pensacola. (Spearman & Roberson).

Meridian Broadcasting Co., Meridian (WTOK)—Requests assignment of Channel 4 to Meridian. (Robert F. Wright, president & general mgr.).

MISSOURI

Board of Education, Kansas City—Requests reserved educational channel be changed from 9 to uhf channel. (Hunt C. Moore, president).

City of Kansas City—Requests assignment of 4 vhf commercial channels to Kansas City. (Jerome M. Joffee, Special Utilities & Legislative counsel).

KCMO Broadcasting Co., Kansas City (KCMO)—See first comment by Midland Broadcasting Co. et al.

Midland Broadcasting Co. (KMBC), KCMO Broadcasting Co. (KCMO) and WHB Broadcasting Co. (WHB), Kansas City—Request Channel 9 be reclassified to commercial use; Channel 7 now reserved for educational use in Lawrence, Kan., be assigned for commercial use in Kansas City, adding reserved Channel 64 to Lawrence and reserving 19 for educational use in Kansas City. (Arthur B. Church, president, Midland Broadcasting Co.; Tom L. Evans, president, KCMO Broadcasting Co.; John F. Cash, v.p., WHB Broadcasting Co.).

Midland Broadcasting Co. (KMBC) and WHB Broadcasting Co. (WHB), Kansas City—As alternative to plan presented jointly with KCMO Broadcasting Co., request assignment of Channel 7 in lieu of 9 to Kansas City; 2 to Kansas City from St. Joseph; 9 to St. Joseph; substituting 12 for 7 in Pittsburg, Kan.; 9 for 12 for Joplin, Mo., with 19 reclassified for educational use in Kansas City. Change would require exceptions to city-to-city co-channel (Omaha, Hannibal, Mo.), and adjacent channel separation (Joplin-Springfield, Mo.).

Midland Broadcasting Co., Kansas City (KMBC)—Similar to proposal presented jointly with KCMO Broadcasting Co. and WHB Broadcasting Co., but requesting Channel 2 be assigned to Kansas City in lieu of 9; substituting 9 for 2 in St. Joseph, Mo. (Arthur B. Church, president).

WHB Broadcasting Co., Kansas City (WHB)—See first 2 comments by Midland Broadcasting Co. et al.

U of Kansas City, Kansas City—Requests Channel 9 be reclassified for commercial use, and not less than 4 commercial vhf channels be assigned to Kansas City. (Clarence R. Decker, president).

MONTANA

Copper Broadcasting Co., Butte (KOPR)—Requests assignment of Channel 15 to Butte. (Fletcher & Midlen).

NEBRASKA

Inland Broadcasting Co., Lincoln (KBON)—Favors FCC proposals for Lincoln. (Frank Stollenwerck).

KFAB Broadcasting Co., Omaha (KFAB)—Requests assignment of Channel 12 to Omaha from Lincoln, 44 to Lincoln; reclassify 7 for commercial use; questions legality of FCC proposals to freeze allocations for one year and refusal to accept application for channel not specified in allocation table; questions legality of reservation of educational channels. (Segal, Smith & Hennessey).

NEVADA

Kenyon Brown, Reno (KWRN)—Requests assignment of Channel 11 to Reno. (Haley, McKenna & Wilkinson).

NEW HAMPSHIRE

Grandview Inc., Manchester—Favors FCC proposals for Manchester. (Roberts & McInnis).

Dartmouth College, Hanover—Requests assignment of Channel 21 to Hanover from Rochester, N. H., to be replaced by 51.

NEW JERSEY

Board of Education, Newark—Requests that uhf flexibility channels be made available to educational institutions. (Edward F. Kenneily, acting supt. of schools).

Bremer Broadcasting Corp., Newark (WAAT & WATV)—Requests revision of allocations to delete Newark from New Jersey, revise New York to read: "New York and Northeastern New Jersey. (Segal, Smith & Hennessey).

Chanticleer Broadcasting Co., New Brunswick (WCTC)—Favors FCC proposal for New Brunswick. (Fletcher & Midlen).

Rutgers U., New Brunswick—Requests that uhf flexibility channels be made available to educational institutions. (Robert C. Clothier, president).

Princeton U, Princeton—Requests that uhf flexibility channels be made available to educational institutions. (Harold W. Dodds, president).

Mercer Broadcasting Co. Trenton (WTOA-FM)—Contends that (a) FCC plan is contrary to Secs. 303(d), 303(r), 307(b) and 309(a) of Communications Act, (b) vhf and uhf channels should be distributed independently of each other, (c) vhf-uhf intermixture is contrary to public interest, (d) all commercial TV should be assigned in uhf. (Arthur W. Scharfeld).

Trent Broadcast Corp., Trenton (WTTM)—Joins in petition filed by Federal Communications Bar Assn., Washington, D. C. (Pierson & Ball).

Wilmington Public Schools, Wilmington—Requests that educational channel be reserved. (Ward I. Miller, superintendent).

NEW YORK

Board of Regents of the University of the State of New York—Plans educational network. Favors FCC proposals for Albany-Schenectady-Troy, Binghamton, Ithaca, Syracuse, Utica-Rome. Requests reservation of Channel 7 in lieu of 23 in Buffalo, 10 in lieu of 21 in Rochester, additional reservation of 19 or 31 in New York, reservation of 20 in Malone, 21 in Poughkeepsie. As alternative to recommended reservations in New York, Malone and Poughkeepsie, requests shared facilities with commercial stations in those cities. (Fischer, Willis & Panzer).

Meredith Champlain Television Corp., Albany (WXKW; Meredith itself is operator of TV station WHEN, Syracuse)—Requests assignment of Channels 35 & 41 to Schenectady in addition to proposed channels to Albany-Schenectady-Troy; 62 in lieu of 35 to Watertown, N. Y. (Haley, McKenna & Wilkinson).

Binghamton Broadcasters Inc., Binghamton (WKOP)—Requests assignment of Channel 7 to Binghamton, affecting New York City and Buffalo. (Stephen J. Tuhy Jr.).

Buffalo Courier-Express Inc., WGR Broadcasting Corp. (WGR), WKBW Inc. (WKBW), Buffalo—Request that Channels 2, 4, 7, 9, 17 & 23 be assigned to Buffalo, 59 or 62 to Niagara Falls, 8 instead of 9 to Toronto, Ont., 3 instead of 8 to Owen Sound, Ont., 12 instead of 3 to Orillia, Ont. Also request that transmitter-to-transmitter spacing, rather than city-to-city spacing, be ruling criterion. (Caldwell-Rolio; Fisher, Wayland, Duvall & Southmayd; Fly, Shuebruk & Blume).

WGR Broadcasting Corp., Buffalo (WGR)—See Buffalo Courier-Express Inc.

WKBW Inc., Buffalo (WKBW)—See Buffalo Courier-Express Inc.

Corning Leader Inc., Corning (WCLI)—Requests assignment of Channel 9 to Corning. (Segal, Smith & Hennessey).

Cornell University, Ithaca (WHCU)—Requests assignment of Channel 3 to Ithaca, substituting 2 for 4 in Buffalo, moving 4 from Buffalo to Rochester, adding uhf channel to Niagara Falls. (Cohn & Marks).

Kingston Broadcasting Corp., Kingston (WKNY)—Requests assignment of flexibility Channel 66 to Kingston. (Dow, Lohnes & Albertson).

American Broadcasting Co. Inc., New York (WJZ & WJZ-TV, New York; WENR & WENR-TV, Chicago; WXYZ & WXYZ-TV, Detroit; KGO & KGO-TV, San Francisco; KECA & KECA-TV, Los Angeles, and General Teleradio Inc., New York, N. Y. (WOR & WOR-TV)—Request that stations using heights over 500 ft. not be restricted in power because of adjacent-channel considerations, that co-channel spacings should control powers. Alternatively, New York-New Haven and Los Angeles-San Diego situations should be exempted from such adjacent-channel power restrictions. ABC commends FCC proposals to utilize all of uhf, minimize "in-channel" types of interference (oscillator radiation, etc.), adopt "long range" propagation curves, specify "reasonable compromise" in co-channel separations. ABC also requests that Channels 7 & 9 be deleted from Mexicali, Mex., and replaced by 6 from Tijuana, or that 12 be shifted to Mexicali from Tijuana, moving 7 & 9 from Mexicali to Yuma, Ariz., replacing 11 & 13 in Yuma. (Joseph A. McDonald and Haley, McKenna & Wilkinson).

Bell Telephone Laboratories Inc., New York—Requests right to to participate in reallocation of 470-500 mc. (John M. Gepson).

Columbia Broadcasting System, New York (WCBS & WCBS-TV, New York, N. Y.; KNX & KTSL-TV, Los Angeles, Cal.; 45% of WTOP & WTOP-TV, Washington, D. C.; KCBS, San Francisco, Cal; KMOX, St. Louis, Mo.; WBBM, Chicago, Ill.; WCCO, Minneapolis, Minn.; WEEI, Boston, Mass.)—Requests flexible application of FCC policies on minimum separation, directional antennas, intermixture, reservations, Mexican and Canadian allocations, priorities—to permit additional vhf channels in areas critical to the fostering of competition. (Rosenman, Colin, Goldmark & Kaye).

Columbia Broadcasting System Inc., New York (WCBS & WCBS-TV, New York; KNX & KTSL-TV, Los Angeles; KCBS, San Francisco; KMOX, St. Louis; WBBM, Chicago; WCCO, Minneapolis; WEEI, Boston; owns 45% of WTOP & WTOP-TV, Washington)—Requests assignment of more vhf channels to Chicago, San Francisco, Boston; reservation of uhf instead of vhf channels for educational operation in those cities. Requests assignment of Channel 13 to Chicago, affecting following cities: Urbana, Bloomington, Rockford, Ill.; Indianapolis, Muncie, Connersville, Ind.; Milwaukee, Green Bay, Wis. Also, 11 to San Francisco, affecting following cities: San Jose, Stockton, Madera, Salinas, Sacramento, Cal.; Reno, Nev. Also, 9 to Boston, affecting following cities: Durham, Manchester, N. H., Providence, R. I.; Albany, N. Y.; Portland, Lewiston, Augusta, Orono, Calais, Me.; St. John, Canada. (Rosenman, Goldmark, Colin & Kaye).

Communications Measurements Laboratory Inc., New York—Objects to uhf allocation principles. Contends 41.25-45.75 mc IF is "fictional and inefficient," that FCC's assignment of 10-kw police transmitters in 42-43 mc region renders such IF impracticable, that FCC's findings re "fold-in" principle are incorrect and misleading. (Dana A. Griffin, president).

Allen B. DuMont Laboratories Inc., New York (WABD, New York, N. Y.; WTTG, Washington, D. C.; WDTV, Pittsburgh, Pa.)—Submits national allocation plan as alternative to FCC's, based on general premise that number of channels should be related directly to number of people in area served. Recommends priorities be changed to specify one service without regard to population and to provide at least 4 channels in major metropolitan areas when technically feasible. Recommends (a) use of whole uhf band, starting at 470 mc, (b) shifting minimum number of existing stations, (c) elimination of educational channel reservation, (d) avoidance of vhf-uhf intermixture except when needed to provide sufficient channels for network purposes, (e) analysis of uhf allocations with computers, (f) change in adjacent-channel power-height formula to minimize limitations on power, (g) change in intermodulation-interference separations to specify 20 miles only when channels actually cause interference. Also submits elaborate analysis of station and network revenues and costs. Roberts & McInnis).

General Teleradio Inc., New York (WOR & WOR-TV)—Requests amendment specifically permitting WOR-TV maximum power without regard to adjacent-channel interference with Channel 8, New Haven, Conn.—in event FCC rejects proposals made jointly with ABC. (Hogan & Hartson).

Radio Corporation of America and National Broadcasting Co., New York (WNBC & WNBT, New York, N. Y.; WRC & WNBW, Washington, D. C.; WMAQ & WNBQ, Chicago, Ill.; WTAM & WNBK, Cleveland, O.; KNBC & KNBH, Los Angeles, Cal.; KOA, Denver, Colo.)—Requests lifting of freeze as soon as possible by accepting and granting applications in those cities where no issue has been raised regarding vhf assignments and by holding hearings now where applicants outnumber available channels. Also commends FCC plan in regard to utilization of whole uhf band, offset carrier, increased powers and heights. (Robert L. Werner, Ray B. Houston, Gustav B. Margraf).

NEW YORK (Continued)

Niagara Falls Gazette Publishing Co., Niagara Falls (WHLD)—Favors FCC proposals for Niagara Falls. (Dow, Lohnes & Albertson).

Federal Broadcasting System Inc., Rochester (WSAY)—Proposes new classification of TV station to serve small communities, identified as "Television Rebroadcasting Station, Limited Common Carrier Class." (Frank Stollenwerck).

Veterans Broadcasting Co. Inc. Rochester (WVET)—Favors FCC proposal for Rochester. (Fletcher & Midlen).

WBEN Inc., Buffalo (WBEN & WBEN-TV)—Petitions for the grant of application to increase power and height, on grounds FCC proposal favors such a move and that no conflict with FCC proposal is involved. (Spearman & Roberson).

WHEC Inc., Rochester (WHEC)—Favors FCC proposals for Rochester. (Dow, Lohnes & Albertson).

Central New York Broadcasting Co., Syracuse (WSYR & WSYR-TV)—Favors FCC proposal to shift WSYR-TV from Channel 5 to 3. (Dow, Lohnes & Albertson).

Onondaga Radio Broadcasting Corp., Syracuse (WFBL—See WAGE Inc. (Hanson, Lovett & Dale).

WAGE Inc., Syracuse (WAGE)—Requests assignment of Channel 11 to Syracuse; waive minimum separation rules. (Spearman & Roberson).

Troy Broadcasting Co., Troy (WTRY)—Requests assignment of Channel 41 to Albany-Schenectady-Troy area, 62 instead of 48 to Oneonta. (Loucks, Zias, Young & Jansky).

Brockway Co., Watertown (WWNY)—Requests assignment of Channel 11 to Watertown by (a) substituting 5 for 11 in Ottawa-Hull, Ont. or (b) substituting 7 for 11 in Ottawa-Hull, 8 for 7 in Montreal-Verdun, 11 for 13 in Hamilton, 13 for 11 in Toronto. First recommendation requires modification of city-to-city mileage separation. (Fisher, Wayland, Duvall & Southmayd).

NORTH CAROLINA

Skyway Broadcasting Corp., Asheville (WLOS)—Favors FCC proposal for Asheville. (Fletcher & Midlen).

Broadcasting Co. of the South (WIST) and Inter-City Advertising Co. (WAYS), Charlotte—Request assignment of Channel 6 to Charlotte from Wilmington, N. C.; substituting 12 for 6 in Wilmington, 7 for 6 in Augusta, Ga., 4 for 5 in Charleston, S. C., 5 for 7 in Columbia, S. C. (Dow, Lohnes & Albertson).

Inter-City Advertising Co., Charlotte (WAYS)—See Broadcasting Co. of the South. (Dow, Lohnes & Albertson).

Durham Broadcasting Enterprises Inc., Durham (WTIK)—Favors FCC proposal for Durham. (Fletcher & Midlen).

Capitol Broadcasting Co. Inc., Raleigh (WRAL)—Favors FCC proposal for Raleigh. (Fletcher & Midlen).

WPTF Radio Co., Raleigh (WPTF)—Favors FCC proposals for Raleigh. (Loucks, Zias, Young & Jansky).

Piedmont Publishing Co., Winston-Salem (WSJS)—Requests assignment of Channel 6 to Winston-Salem. (Fly, Shubruk & Blume).

Winston-Salem Broadcasting Co., Winston-Salem (WTOB)—Requests assignment of Channel 6 to Winston-Salem. (Krieger & Jorgensen).

OHIO

L. B. Wilson Inc., Cincinnati (WCKY)—Requests assignment of Channel 13 to Cincinnati affecting Chicago, Rockford, Springfield, Ill.; Bloomington, Indianapolis, Terre Haute, Ind.; Louisville, Paducah, Ky.; Cape Girardeau, Kirksville, Mo.; Clarksburg, Huntington, W. Va.; does not necessitate shift of WKRC-TV from 11 to 12 as proposed by FCC; waiver of minimum mileage separation requirements. (Spearman & Roberson).

Cleveland Broadcasting Co. (WERE), United Broadcasting Co. (WHK), WGAR Broadcasting Co. (WGAR), WJW Inc. (WJW), Cleveland—Requests that Channels 31, 59 and 65 be added to Cleveland, that educational channel be changed from Channel 25 to 65, affecting following cities: Findlay, Gallipolis, Lorain, Marion, Massillon and Sandusky, Ohio; Detroit, Mich.; DuBois and Pittsburgh, Pa.; Lexington, Ky.; Windsor, Ont., (Spearman & Roberson and Loucks, Zias, Young & Jansky and Caldwell-Rollo and Pierson & Ball).

Empire Coil Co., Cleveland (WXEL)—Favors FCC proposal to shift WXEL from Channel 9 to 8. (Morton H. Wilner).

National Broadcasting Co., Cleveland (WTAM & WNBK)—Favors FCC proposal to move WNBK from Channel 4 to 3. (Gustav B. Margraf, v.p. and general attorney).

United Broadcasting Co., Cleveland (WHK)—See Cleveland Broadcasting Co.

WGAR Broadcasting Co., Cleveland (WGAR)—See Cleveland Broadcasting Co.

WJW Inc., Cleveland (WJW)—See Cleveland Broadcasting Co.

Ohio State U, Columbus (WOSU)—Requests Channel 12 be classified for educational use in Columbus, moving 13 from Indianapolis and Huntington to Cincinnati, 12 from Cincinnati to Columbus, deleting Channel 12 in Clarksburg. (H. L. Bevis, president).

Miami Valley Broadcasting Corp., Dayton (WHIO & WHIO-TV)—Favors FCC proposal to shift WHIO-TV from Channel 13 to 7. (Dow, Lohnes & Albertson).

WSTV Inc., Steubenville (WSTV)—Requests assignment of Channel 7 or 9 to Steubenville from Wheeling. (Caldwell-Rollo).

Community Broadcasting Co., Toledo (WTOL)—Favors FCC proposals for Toledo. (Pierson & Ball).

Maumee Valley Broadcasting Co., Toledo—Favors FCC proposals for Toledo. (Roberts & McInnis).

Warren Tribune Radio Station Inc., Warren (WHHH)—Favors FCC proposal for Warren. (Miller & Schroeder).

Wooster Republican Printing Co., Wooster (WWST)—Requests assignment of Channel 55 to Wooster from Akron. (Pierson & Ball).

Vindicator Printing Co., Youngstown—Requests assignment of uhf flexibility channel to Youngstown. (Fisher, Wayland, Duvall & Southmayd).

Southeastern Ohio Broadcasting System Inc., Zanesville (WHIZ)—Requests assignment of Channel 12 to Zanesville from Clarksburg, W. Va., substituting 11 for 12 in Cincinnati, 12 for 11 in Louisville, 65 in Clarksburg. (Dow, Lohnes & Albertson).

OKLAHOMA

KTOK Inc., Oklahoma City (KTOK)—Requests assignment of Channel 11 to Oklahoma City from Lawton, 12 to Lawton from Elk City, 8 to Elk City from Woodward, 6 to Woodward from Dodge City, Kan., 4 to Dodge City. (Dow, Lohnes & Albertson).

WKY Radiophone Co., Oklahoma City (WKY & WKY-TV)—Requests that WKY-TV remain on Channel 4 instead of switching to Channel 7 as proposed by FCC, suggesting following vhf allocation in lieu of FCC proposal: Oklahoma City, 4, 7 & 13; Tulsa, 2, 6 & 9; Muskogee, 11. (Pierson & Ball).

All Oklahoma Broadcasting Co., Tulsa—Requests assignment of Channel 8 to Tulsa from Muskogee, 11 to Muskogee. (Dempsey & Koplovitz).

Southwestern Sales Corp., Tulsa (KVOO)—Requests assignment of Channel 11 to Tulsa from Lawton, 12 to Lawton from Elk City, 11 to Elk City. (Dow, Lohnes & Albertson).

OREGON

Central Willamette Broadcasting Co., Albany (KWIL)—Requests assignment of Channel 12 to Albany, substituting 5 for 3 in Salem, 3 for 12 in Portland. (Fisher, Wayland, Duvall & Southmayd).

KUGN Inc., Eugene (KUGN)—Requests assignment of Channel 11 to Eugene. (C. H. Fisher, president).

Lane Broadcasting Co., Eugene (KORE)—Requests assignment of Channel 4 or 5 to Eugene from Medford, 20 or 26 to Medford from Eugene. (John C. Kendall, Portland, Ore.)

KOIN Inc., Portland (KOIN)—Favors FCC proposals for Portland. (Dow, Lohnes & Albertson).

PENNSYLVANIA

Lehigh Valley Television Inc., Allentown—Contends that (a) FCC plan is contrary to Secs. 303(d), 303(r), 307(b) and 309(a) of Communications Act, (b) vhf and uhf channels should be distributed independently of each other, (c) vhf-uhf intermixture is contrary to public interest, (d) all commercial TV should be assigned in uhf (Arthur W. Scharfeld).

Gable Broadcasting Co., Altoona (WFBG)—Requests assignment of Channel 3 to Altoona, requiring exemption from minimum city-to-city separation (Philadelphia). (George O. Sutton).

WBVP Inc., Beaver Falls (WBVP)—Requests assignment of Channel 16 to Beaver Falls. (Segal, Smith & Hennessey).

Matta Broadcasting Co., Braddock (WLOA)—Requests assignment of Channel 4 to Braddock requiring modification of city-to-city mileage separation (Columbus, O.). (Spearman & Roberson).

Easton Publishing Co., Easton (WEEX-FM)—Question legality of FCC proposals to freeze allocations for one year and refusal to accept application for channel not specified in allocation table. (Hanson, Lovett & Dale).

Erie Television Corp., Erie (WIKK and Erie Times)—Requests assignment of Channel 64 to Erie from Oil City; substituting 62 for 64 in Oil City. (Haley, McKenna & Wilkinson).

Presque Isle Broadcasting Co., Erie (WERC)—Objects to vhf-uhf intermixture, requests all commercial TV be assigned in uhf. Alternatively, requests that either (a) Channel 12 be reserved for educational assignment and that Channels 35 and 41 both be assigned for commercial use or (b) Channel 58 from Jamestown, N. Y., or 66 be assigned to Erie. (Arthur W. Scharfeld).

Patriot-News Co., Harrisburg—Requests assignment of uhf flexibility channel to Harrisburg. (Fisher, Wayland, Duvall & Southmayd).

WJAC Inc., Johnstown (WJAC & WJAC-TV)—Favors FCC proposal to shift WJAC-TV from Channel 13 to 6. (Dow, Lohnes & Albertson).

Peoples Broadcasting Co., Lancaster (WLAN)—Requests comparative hearing with WGAL-TV for Channel 8. (Stephen Tuhy, Jr.).

WGAL Inc., Lancaster (WGAL & WGAL-TV)—Favors FCC proposals for Lancaster. (George O. Sutton).

Lock Haven Broadcasting Corp., Lock Haven (WBPZ)—Requests assignment of Channel 32 to Lock Haven. (A. H. Lipez).

Tri-City Broadcasting Co., McKeesport (WEDO)—Requests Channel 13 be moved from Pittsburgh to McKeesport, classified for commercial use. (Fisher, Wayland, Duvall & Southmayd).

Chamber of Commerce, Philadelphia—Requests assignment of Channel 12 to Philadelphia; 8 in Wilmington in lieu of 7; use of directional antennas. See also Daily News Television Co. (J. Harry Le Brum, general counsel).

City of Philadelphia—Requests assignment of Channel 12 to Philadelphia, 7 to Wilmington, or assignment of uhf channel to Wilmington in lieu of 7 and use of directional antennas. (Frank F. Truscott, city solicitor).

Daily News Television Co., Philadelphia (WIBG-Philadelphia Daily News)—Requests assignment of Channel 12 to Philadelphia in lieu of 44; retention of 7 in Wilmington, Del. (WDEL-TV) in lieu of proposed change to 12; that transmitter for 12 in Philadelphia be sited south of city to avoid interference with 12 in Binghamton, N. Y. (WNBF-TV). Or, 12 be assigned to Philadelphia and uhf channels be allocated to Wilmington or Binghamton or both. (Roberts & McInnis).

Pennsylvania Broadcasting Co., Philadelphia (WIP)—Requests assignment of Channel 12 to Philadelphia, 4 to Lancaster in lieu of 8, 8 to Wilmington in lieu of 7. Requests amendment to allocations providing that in cases where existing stations violate minimum separation requirements proposals for power increases be considered on individual basis. (Dow, Lohnes & Albertson).

PENNSYLVANIA (Continued)

Allegheny Broadcasting Corp., Pittsburgh (KQV)—Requests assignment of Channel 4 to Pittsburgh or 9 from Wheeling and reclassification of 13 for commercial use. (George O. Sutton).

Pittsburgh Radio Supply House Inc., Pittsburgh (WJAS)—Requests that Channels 4 and 9 be allocated to Pittsburgh, substituting Channel 16 for 9 in Wheeling. (Bingham, Collins, Porter & Kistler).

WCAE Inc., Pittsburgh (WCAE)—Requests assignment of Channel 9 to Pittsburgh, affecting following cities: Wheeling, W. Va., Washington, Pa., Bellfontaine, Hamilton-Middletown, O., Muncie, Anderson, Ind. (Dempsey & Koplovitz).

Westinghouse Radio Stations Inc., Pittsburgh (KDKA)—Requests assignment of Channel 4 & 9 to Pittsburgh; 9 from Wheeling, W. Va. (John Steen).

WWSW Inc., Pittsburgh (WWSW)—Requests assignment of Channel 4 to Pittsburgh; questions legality of reservation of Channel 13 for educational purposes. (Segal, Smith & Hennessey).

Eastern Radio Corp., Reading (WHUM)—Requests assignment of Channel 15 to Reading from Lebanon, 55 to Lebanon from Reading. (Arnold, Fortas & Porter).

Appalachian Co., Scranton—Favors FCC proposals for Scranton-Wilkes-Barre. (Krieger & Jorgensen).

Scranton Times, Scranton (WQAN)—Requests assignment of uhf flexibility channels to Scranton. (Fisher, Wayland, Duvall & Southmayd).

Washington Broadcasting Co., Washington (WJPA)—Requests interchange of Channels 9 and 63 between Washington and Wheeling. (Cohn & Marks).

RHODE ISLAND

Cherry & Webb Broadcasting Co., Providence (WPRO)—Favors FCC proposals for Providence. (Dow, Lohnes & Albertson).

Outlet Co., Providence (WJAR & WJAR-TV)—Favors FCC proposal to shift WJAR-TV from Channel 11 to 10. (Dow, Lohnes & Albertson).

SOUTH CAROLINA

Clemson Agricultural College, Clemson—Requests that uhf flexibility channels be made available for educational use. (R. F. Poole, president).

Greenville News-Piedmont Co., Greenville (WFBC)—Favors FCC proposals for Greenville. (Dow, Lohnes & Albertson).

Spartan Radiocasting Co., Spartanburg (WORD)—Requests assignment of Channel 7 to Spartanburg, affecting vhf channels in following cities: Middlesboro, Ky.; Knoxville, Chattanooga, Tenn.; Rome, Ga.; University, Ala.; State College, Miss.; Columbia, S. C. (Spearman & Roberson).

SOUTH DAKOTA

Midcontinent Broadcasting Co., Sioux Falls (KELO)—Favors FCC proposal for Sioux Falls.

TENNESSEE

WOPI Inc., Bristol (WOPI)—Favors FCC proposals for Bristol. (W. A. Wilson, president & general mgr.).

WHUB Inc., Cookeville (WHUB)—Requests assignment of Channel 5 to Cookeville, requiring exception to minimum city-to-city separation (Atlanta). (Dow, Lohnes & Albertson).

Kingsport Broadcasting Co. Inc., Kingsport (WKPT)—Requests assignment of Channel 2 to Kingsport. Requests transmitter spacing be sole separation criterion, operation with reduced power. (Fisher, Wayland, Duvall & Southmayd).

WMPS Inc., Memphis (WMPS)—See WREC Broadcasting Service. (Dow, Lohnes & Albertson).

WREC Broadcasting Service, Memphis (WREC)—Requests assignment of Channel 3 to Memphis from Blytheville; or assign 4, 7, 9, 11, 42, 48 to Memphis in lieu of 5, 10, 13, 42, 48, affecting following cities: Little Rock, Blytheville, Fort Smith, Pine Bluff, Hot Springs, El Dorado, Jonesboro, Ark.; Monroe, Shreveport, Alexandria, La.; Jackson, Tenn.; Tyler, Tex.; State College, Miss. (Spearman & Roberson).

Capitol Broadcasting Co., Nashville (WKDA)—Requests assignment of Channel 5 to Nashville; questions legality of FCC proposals to freeze allocations for one year and refusal to accept application for channel not specified in allocation table; questions legality of reservation of educational channels. (Segal, Smith & Hennessey).

City of Nashville—Requests that Channel 2 be assigned to commercial use. (Supported by similar statements from David Lipscomb College, George Peabody College for Teachers, Fisk University, Scarritt College for Christian Workers. (Thomas I. Cummings, mayor).

WLAC Broadcasting Service (WLAC) and WSIX Broadcasting Station (WSIX), Nashville—Requests assignment of Channel 5 to Nashville and reclassification of 2 to commercial use. Cites local city and school authorities in behalf of latter. (Spearman & Roberson).

WSIX Broadcasting Station, Nashville (WSIX)—See WLAC Broadcasting Service.

TEXAS

Beaumont Broadcasting Co., Beaumont (KFDM)—Favors FCC proposals for Beaumont-Port Arthur. (Segal, Smith & Hennessey).

Stephens County Broadcasting Co., Breckenridge (KSTB)—Requests assignment of Channel 7 to Breckenridge. (P. W. Seward).

A. H. Belo Corp., Dallas (WFAA & WFAA-TV)—Favors FCC proposals for Dallas. (Loucks, Zias, Young & Jansky).

A. Earl Cullum Jr., Dallas—Objects to FCC failure to allocate additional channels in 72-78 mc. range, restriction on power in upper vhf and uhf channels, limitations on antenna height, restrictions on directional antennas. (Dempsey & Koplovitz).

Harbenito Broadcasting Co. Inc., Harlingen (KGBS)—Requests assignment of Channel 4 to Harlingen from Brownsville, 36 to Brownsville. (Loucks, Zias, Young & Jansky).

Houston Post Co., Houston (KPRC & KPRC-TV)—Requests greater co-channel mileage separation in Gulf area, viz: 240 mi. on Channels 2-6, 200 mi. on Channels 7-13. (Frank W. Wozencraft).

KTRH Broadcasting Co. (KTRH) and Shamrock Broadcasting Co. (KXYZ), Houston—Request assignment of Channels 5 & 10 to Houston, substituting 12 for 4 in Beaumont-Port Arthur, 4 for 11 in Galveston; 27 to Fredericksburg, and 43 to Karnes City. (Dow, Lohnes & Albertson and Haley, McKenna & Wilkinson).

Shamrock Broadcasting Co., Houston (KXYZ)—See KTRH Broadcasting Co.

South Texas Television Co., Houston—Requests assignment of Channel 5 & 10 to Houston affecting Galveston and Port Arthur; requests Channel 8 be reclassified for commercial use. (Segal, Smith & Hennessey).

East Texas Television Co., Longview—Requests assignment of Channel 9 to Longview from Lufkin, Tex., substitute therefore 10. (Johnson, Bohannon, Prescott & Abney).

Voice of Longview, Longview (KFRO)—Requests assignment of Channel 12 to Longview, substituting 5 for 10 in El Dorado, Ark., 10 for 12 in Shreveport, La. (Frank Stollenwerck).

Plains Radio Broadcasting Co., Lubbock (KFYO)—Requests assignment of Channel 5 to Lubbock from Amarillo; 9 for 5 in Monahans. (Dow, Lohnes & Albertson).

McAllen Television Co., McAllen—Requests assignment of Channel 5 to McAllen from Brownsville, 12 for 5 in Brownsville. (Johnson, Bohannon, Prescott & Abney).

Trinity Broadcasting Corp., Oak Cliff (KLIF)—Requests assignment of Channels 7 & 9 to Dallas in lieu of 8, affecting following cities: Tyler, Lufkin, Ft. Worth, Waco, Tex.; Lawton, Okla. Also contends transmitter-to-transmitter separation should be ruling criterion. (Cohn & Marks).

Red River Valley Broadcasting Corp., Sherman (KRRV)—Requests assignment of Channels 10 & 17 to Sherman-Denison affecting Fort Worth, Denton, Weatherford, Waxahachie & Hillsboro, Tex. (Fisher, Wayland, Duvall & Southmayd).

Sherman Television Co., Sherman—Requests assignment of Channel 12 to Sherman. (Johnson, Bohannon, Prescott & Abney).

Bell Broadcasting Co., Temple (KTEM)—Requests assignment of Channel 6 to Temple. (Fisher, Wayland, Duvall & Southmayd).

Lack's Stores Inc., Victoria—Requests assignment of Channel 12 to Victoria from San Antonio. (Cohn & Marks).

KWTX Broadcasting Co., Waco (KWTX)—Favors FCC proposals for Waco. (M. N. Bostwick, mgr.).

Taylor Radio & Television Corp., Weslaco (KRGV)—Requests channels 4 & 5 be assigned to Weslaco-Harlingen area instead of Brownsville, 2 be assigned to Saltillo, Coahuila, Mexico and Weslaco, Tex., instead of Monterey, Nuevo Leon, Mexico. (Dow, Lohnes & Albertson).

Rowley-Brown Broadcasting Co., Wichita Falls (KWFT)—Favors FCC proposals for Wichita Falls. (Dow, Lohnes & Albertson).

UTAH

Eastern Utah Broadcasting Co., Price (KOAL)—Requests assignment of Channel 6 to Price in lieu of 11, affecting following cities: Provo, Ogden, Logan, Tooele, St. George, Utah; Montrose, Colo. (Fletcher & Midlen).

Salt Lake City Broadcasting Co., Salt Lake City (KALL)—Requests assignment of Channel 2 to Salt Lake City, substituting 9 for 12 in Ogden, 11 for 9 in Provo, 12 for 2 in Logan, 3 for 11 in Price. (Haley, McKenna & Wilkinson).

Oquirrh Radio & Television Co., Tooele, Utah—Requests that Channel 2 be moved from Logan to Tooele, 12 from Ogden to Logan, 9 from Provo to Ogden, 11 from Price to Provo, 6 be allocated to Price and 39 allocated to Montpelier, Ida. (Pierson & Ball).

Uintah Broadcasting Co., Vernal, Utah (KJAM)—Requests assignment of Channel 8 to Vernal. (Paul L. Badger).

VIRGINIA

Appalachian Broadcasting Corp., Bristol (WCYB)—Requests assignment for Bristol, Tenn., be made for Bristol, Va., also, on grounds that both cities are single market. (Fly, Shuebruk & Blume).

Radio Station WCHV (WCHV), City of Charlottesville and Chamber of Commerce, Charlottesville—Requests assignment of Channel 8 to Charlottesville from Petersburg; requests reclassification of single uhf for commercial use. (Thomas J. Michie and William C. Battle, Charlottesville).

Piedmont Broadcasting Corp., Danville (WBTM)—Favors FCC proposal for Danville, also supports any possible vhf assignments. (Fletcher & Midlen).

Shenandoah Valley Broadcasting Corp., Harrisonburg (WSVA)—Requests that (a) Channel 12 be allocated to Harrisonburg, affecting these cities: Zanesville, Clarksburg, Cincinnati and Louisville, or (b) 3 be allocated to Harrisonburg, affecting these cities: Norfolk, Richmond, Huntington and Charleston. (Bingham, Collins, Porter & Kistler).

Lynchburg Broadcasting Co., Lynchburg (WLVA)—Requests that adjacent-channel ratio be changed from 0 db to —6 db. (George O. Sutton).

Old Dominion Broadcasting Corp., Lynchburg (WWOD)—Requests assignment of additional vhf channels to Lynchburg. (Fisher, Wayland, Duvall & Southmayd).

Hampton Roads Broadcasting Corp., Newport News (WGH)—Requests assignment of Channel 12 to Newport News from Norfolk-Portsmouth, 2 to Norfolk-Portsmouth, waiver of minimum city-to-city separation requirements (Baltimore). As alternative to waiver, requests change in engineering standards to specify interference be held to value contemplated by 170-mile transmitter-to-transmitter rule through site selection or reduction in power. (Spearman & Roberson).

WTAR Radio Corp. Norfolk (WTAR & WTAR-TV)—Objects to FCC proposal to shift from Channel 4 to 10, suggests assignment of 3 to Norfolk from Richmond and No. 12 from Norfolk to Richmond, requiring WTAR-TV to shift from 4 to 3, or add 2 to Norfolk and requiring WTAR-TV to shift from 4 to 2. (Hanson, Lovett & Dale).

VIRGINIA (Continued)

Havens & Martin Inc., Richmond (WMBG & WTVR)—Requests continued assignment of Channel 6 to WTVR. (Fletcher & Midlen).

Larus & Brother Co. Inc., Richmond (WRVA)—Requests assignment of Channel 8 to Richmond from Petersburg, 59 to Petersburg. (Fisher, Wayland, Duvall & Southmayd).

Radio Virginia Inc., Richmond (WXGI)—Opposes channel reservations, withholding of flexibility channel assignments, vhf power increase, omission of use of directional antennas on vhf. Requests delay in all station construction until allocations are final, share-time arrangements where facilities are limited, requirement of equal time allotments to networks in localities with two channels, return of all applications now on file and setting of new filing date. (D. H. Robertson, president).

Richmond Newspapers Inc., Richmond (WRNL)—Requests assignment of Channel 8 to Richmond from Petersburg, 59 for 8 to Petersburg. (Spearman & Roberson).

WASHINGTON

KVOS Inc., Bellingham (KVOS)—Requests assignment of Channel 12 to Bellingham from Chilliwack, Canada; substituting 3 for 12 in Chilliwack. (Haley, McKenna & Wilkinson).

Central Washington Broadcasters Inc., Ellensburg (KXLE)—Favors FCC proposals for Ellensburg. (Roberts & McInnis).

Twin City Broadcasting Corp., Longview (KWLK)—Requests assignment of Channel 2 to Longview using offset carrier and locating transmitter as far south of city as possible to prevent interference with Channel 2 in Victoria, B. C.; or assign Channel 2 to Vancouver from Victoria and assign 6, 8 or 10 to Victoria from Vancouver in lieu of 2. (John W. Kendall).

Tom Olsen, Olympia (KGY)—Requests assignment of Channel 11 to Olympia from Tacoma. (Haley, McKenna & Wilkinson).

Fisher's Blend Station Inc. (KOMO) and Totel Broadcasters Inc. (KJR), Seattle—Requests assignment of Channel 2 to Seattle, replacing 2 in Victoria, B. C. with 3. (Fisher, Wayland, Duvall & Southmayd and Dow, Lohnes & Albertson).

Queen City Broadcasting Co., Seattle (KIRO)—Approves KOMO comment regarding assignment of Channel 2 to Seattle—provided does not require deletion of 4 from Seattle. (Arnold, Fortas & Porter).

Totel Broadcasters Inc., Seattle (KJR)—See Fisher's Blend Station Inc.

WEST VIRGINIA

Joe L. Smith Jr. Inc., Beckley (WJLS)—Requests assignment of Channel 6 to Beckley. (Pierson & Ball).

WSAZ Inc., Huntington (WSAZ & WSAZ-TV)—Requests assignment of Channel 3 to Huntington in lieu of 8, substituting 8 for 3 in Charleston, adding 4 to Beckley, interchanging 4 and 5 in Raleigh and Chapel Hill, N. C. (Cohn & Marks).

Daily Telegraph Printing Co., Princeton (WHIS Bluefield)—Requests assignment of Channel 6 to Princeton. (Dow, Lohnes & Albertson).

Fort Industry Co., Wheeling (WWVA)—Requests amendment of engineering standards to indicate smaller coverage of uhf stations in rough terrain. Favors FCC proposals for Wheeling. (Dow, Lohnes & Albertson).

Williamson Broadcasting Corp., Williamson (WBTH)—Favors FCC proposal for Williamson. (Fletcher & Midlen).

WISCONSIN

Green Bay Newspaper Co., Green Bay (WJPG)—Requests assignment of Channel 2 to Green Bay. (Roberts & McInnis).

Badger Broadcasting Co., Madison (WIBA)—Favors FCC proposals for Madison. (Dow, Lohnes & Albertson).

Radio Wisconsin Inc., Madison (WISC)—Opposes vhf-uhf intermixture, requests that Channels 21, 27 & 33 be assigned to commercial use, that 3 be reserved for educational use, contends that all commercial TV should be assigned in uhf. (Arthur W. Scharfeld).

U of Wisconsin and State Radio Council, Madison (WHA)—Requests that 5 additional channels be reserved for educational stations in Wisconsin. (E. B. Fred, president).

M & M Broadcasting Co., Marinette (WMAM)—Favors FCC proposals for Marinette. (Fisher, Wayland, Duvall & Southmayd).

Hearst Radio Inc., Milwaukee (WISN)—See Wisconsin Broadcasting System.

Milwaukee Broadcasting Co., Milwaukee (WEMP)—Requests that Channel 6 be allocated to Milwaukee from Green Bay, 2 to Green Bay. (Bingham, Collins, Porter & Kistler).

Wisconsin Broadcasting System (WFOX) and Hearst Radio Inc. (WISN), Milwaukee—Requests assignment of Channel 6 to Milwaukee from Green Bay; 2 to Green Bay; also, reservation of uhf channel for education in lieu of 10. (Dempsey & Koplovitz).

Alvin E. O'Konski, Wausau (WLIN, Merrill)—Favors FCC proposal for Wausau. (Fletcher & Midlen).

WYOMING

Warren M. Mallory, Laramie—Requests change in reservation for educational use from Channel 8 to 18; or, assign 3 or 5 to Laramie.

HAWAII

Pacific Frontier Broadcasting Co., Honolulu (KULA)—Requests assignment of Channels 7, 9, 11 or 13 be reserved for educational station instead of 2. (Haley, McKenna & Wilkinson).

EDUCATIONAL INSTITUTIONS FAVORING RESERVATION PLAN

Following institutions filed comments endorsing plan in general terms. If comments object to plan or propose changes in specific channels, they are reported along with all other comments in main body of this supplement. All comments are being reviewed by FCC and some may be classified as correspondence rather than comments. Educational institutions commenting are listed alphabetically by States and by cities within states.

Mobile Public Schools, Mobile, Ala.
University of Alabama, University, Ala.

Phoenix College, Phoenix, Ariz.
University of Arizona, Tucson, Ariz.

University of Arkansas, Fayetteville, Ark.

University of California, Berkeley, Cal.
Fresno City Unified School District, Fresno, Cal.
Chapman College, Los Angeles, Cal.
College of Medical Evangelists, Los Angeles, Cal.
Los Angeles State College of Applied Arts & Sciences, Los Angeles City College, Los Angeles, Cal.
Mount St. Mary's College, Los Angeles, Cal.
Occidental College, Los Angeles, Cal.
Sacramento City Unified School District, Sacramento, Cal.
San Bernardino City Schools, San Bernardino, Cal.
San Bernardino Valley College, San Bernardino, Cal.
San Diego Unified School District, San Diego, Cal.
San Jose State College, San Jose, Cal.
University of Santa Clara, San Jose, Cal.
Cogswell Polytechnical College, San Francisco, Cal.

University of Colorado, Boulder, Colo.
Pueblo Junior College, Pueblo, Colo.
Pueblo Public Schools, Pueblo, Colo.

University of Connecticut, Storrs, Conn.

American University, Washington, D. C.
Archdiocese of Washington, Washington, D. C.
George Washington University, Washington, D. C.
Howard University, Washington, D. C.

Duval County Board of Public Instruction, Jacksonville, Fla.
Dade County Board of Public Instruction, Miami, Fla.
Palm Beach County Board of Public Instruction, Palm Beach, Fla.
Florida State University, Tallahassee, Fla.

University of Georgia, Athens, Ga.
Atlanta Public School System, Atlanta, Ga.
Wesleyan College, Macon, Ga.

University of Idaho, Moscow, Ida.

Chicago Public Schools, Chicago, Ill.
Columbia College, Chicago, Ill.
George Williams College, Chicago, Ill.
Illinois Institute of Technology, Chicago, Ill.
University of Chicago, Chicago Board of Education, Illinois Institute of Technology, Chicago, Ill.
Bradley University, Peoria, Ill.
Rockford College, Rockford, Ill.
Rockford Public Schools, Rockford, Ill.
Springfield Board of Education, Springfield, Ill.
Springfield Junior College, Springfield, Ill.
University of Illinois, Urbana, Ill.
Urbana School District No. 116, Urbana, Ill.

Indiana University, Bloomington, Ind.
Indiana Central College, Indianapolis, Ind.
Purdue University, Lafayette, Ind.
University of Notre Dame, South Bend, Ind.
Indiana State Teachers College, Terre Haute, Ind.

Mount Mercy College, Cedar Rapids, Ia.
Cedar Rapids Public Schools, Cedar Rapids, Ia.
Des Moines Board of Education, Des Moines, Ia.
Des Moines City Council, Des Moines, Ia.
Des Moines Council of Parent Teacher Associations, Des Moines, Ia.
Des Moines Independent School District, Des Moines, Ia.
Des Moines Public Schools, Adult Education, Des Moines, Ia.
Drake University, Des Moines, Ia.
State University of Iowa, Iowa City, Ia.

Lawrence Public Schools, Lawrence, Kans.
University of Kansas, Lawrence, Kans.
Kansas State College, Manhattan, Kans.
Washburn Municipal University, Topeka, Kans.

Louisville Free Public Library, Louisville, Ky.
Louisville Presbyterian Seminary, Louisville, Ky.
Nazareth College, Louisville, Ky.
Southern Baptist Theological Seminary, Louisville, Ky.

Louisiana State University, Baton Rouge, La.
Xavier University of Louisiana, New Orleans, La.

University of Maine, Orono, Me.

Goucher College, Baltimore, Md.

Boston University, Boston, Mass.
Emerson College, Boston, Mass.
Franklin Technical Institute, Boston, Mass.

University of Michigan, Ann Arbor, Mich.
Mercy College, Detroit, Mich.
University of Detroit, Detroit, Mich.
Flint City School District, Flint, Mich.
Grand Rapids Public Schools, Grand Rapids, Mich.
Sault Ste. Marie Public Schools, Sault Ste. Marie, Mich.

Minneapolis Public Schools, Minneapolis, Minn.
University of Minnesota, Minneapolis, Minn.
College of St. Catherine, St. Paul, Minn.
Concordia College, St. Paul, Minn.

Mississippi State College, State College, Miss.
University of Mississippi, University, Miss.

Rockhurst College, Kansas City, Mo.
St. Joseph School District, St. Joseph, Mo.
St. Louis Public School System, St. Louis, Mo.
Springfield Public Schools, Springfield, Mo.

Billings and Laurel public schools, colleges and civic organizations, Billings, Mont.
City Council, Billings, Mont.
Montana State College, Bozeman, Mont.
Great Falls Public Schools, Great Falls, Mont.
Montana State University, Missoula, Mont.

Creighton University, Omaha, Neb.
Omaha School District, Omaha, Neb.

Reno School District No. 10, Reno, Nev.
Reno United Parents-Teacher Assn., Reno, Nev.
University of Nevada, Reno, Nev.

University of New Hampshire, Durham, N. H.

Albuquerque Board of Education, Albuquerque, N. M.
University of New Mexico, Albuquerque, N. M.
St. Michael's College, Santa Fe, N. M.

Buffalo Board of Education, University of Buffalo, Canisius College, Buffalo, N. Y.
Buffalo Public Schools, Buffalo, N. Y.
D'Youville College, Buffalo, N. Y.
New York State College for Teachers, Buffalo, N. Y.
Barnard College of Columbia University, New York, N. Y.
Child Education Foundation, New York, N. Y.
City College of the College of the City of New York, New York, N. Y.
Fordham University, New York, N. Y.
New School for Social Research, New York, N. Y.
New York City Board of Education, New York, N. Y.
New York University, New York, N. Y.
Rochester Board of Education, Rochester, N. Y.
Rochester Institute of Technology, Rochester, N. Y.
University of Rochester, Rochester, N. Y.
Le Moyne College, Syracuse, N. Y.
Syracuse University, Syracuse, N. Y.

Consolidated University of North Carolina, Chapel Hill, Raleigh and Greensboro, N. C.
Durham City Schools, Durham, N. C.
Board of Trustees, Greensboro Administrative School Unit, Greensboro, N. C.
Raleigh Public Schools, Raleigh, N. C.
Winston-Salem Teachers College, Winston-Salem, N. C.

University of North Dakota, Grand Forks, N. D.

Akron Board of Education, Akron, O.
University of Akron, Akron, O.
Cincinnati City Council and 21 public and private institutions, including schools, colleges, civic organizations, Cincinnati, O.
Cincinnati Public School System, Cincinnati, O.
Cleveland Public Schools, Cleveland, O.
Ursuline College for Women, Cleveland, O.
Capital University, Columbus, O.
Columbus Public Schools, Columbus, O.
University of Dayton, Dayton, O.
Kent State University, Kent, O.
Miami University, Oxford, O.
Toledo Public Schools, Toledo, O.
University of Toledo, Toledo, O.

University of Oklahoma, Norman, Okla.

Oregon State College, Corvallis, Ore.
Eugene Public Schools, School District No. 4, Eugene, Ore.
Portland Public School System, Portland, Ore.
University of Portland, Portland, Ore.

St. John Kanty Prep, Erie, Pa.
Franklin Institute, Philadelphia, Pa.
Duquesne University, Pittsburgh, Pa.
Mount Mercy College, Pittsburgh, Pa.
Pittsburgh Board of Public Education, Pittsburgh, Pa.
University of Pittsburgh, Pittsburgh, Pa.
Pennsylvania State College, State College, Pa.

Providence Bible Institute, Providence, R. I.
Providence College, Providence, R. I.
Rhode Island College of Education, Providence, R. I.
Rhode Island State Dept. of Education, for 11 institutions, Providence, R. I.
Superintendent of Schools, Providence, R. I.

Furman University, Greenville, S. C.
Greenville City Schools, Greenville, S. C.

Pierre Public Schools, Pierre, S. D.
Augustana College, Sioux Falls, S. D.
University of South Dakota, Vermillion, S. D.

Chattanooga Public School System, Chattanooga, Tenn.
Knoxville City School System, Knoxville, Tenn.
University of Tennessee, Knoxville, Tenn.
Southwestern at Memphis, Memphis, Tenn.
Vanderbilt University, Nashville, Tenn.

Amarillo Public Schools, City Commission, Amarillo College, West Texas State College, Amarillo, Tex.
University of Texas, Austin, Tex.
A & M College of Texas, College Station, Tex.
North Texas State College, Denton, Tex.
El Paso Independent School District, El Paso, Tex.
Texas Western College, El Paso, Tex.
Galveston Independent School District, Galveston, Tex.
University of Houston, Houston, Tex.
Our Lady of the Lake College, San Antonio, Tex.
St. Mary's University, San Antonio, Tex.
Trinity University, San Antonio, Tex.
Texarkana Public Schools, Texarkana, Tex.
Baylor University, Waco, Tex.
Midwestern University, Wichita Falls, Tex.

Ogden Public Schools, Ogden, Utah.
Weber College, Ogden, Utah.
Brigham Young University, Provo, Utah
Salt Lake City Public Schools, Salt Lake City, Utah.
University of Utah, Salt Lake City, Utah.

Virginia Polytechnic Institute, Blacksburg, Va.
University of Virginia, Charlottesville, Va.
College of William and Mary, Virginia Polytechnic Institute in Norfolk, Norfolk, Va.
Norfolk School Board, Norfolk, Va.

Washington State Board of Education, Olympia, Wash.
State College of Washington, Pullman, Wash.
Joint Comment of following educational agencies: State Dept. of Public Instruction, Seattle Pacific College, King County Schools, Seattle Public Schools, Seattle Public Library, Seattle University, University of Washington, Seattle Committee on Adult Education, all of Seattle, Wash. (All also filed separate comments).
Seattle City Council, Seattle, Wash.
Washington State School Directors' Association, Seattle, Wash.
YMCA Technical Schools, Seattle, Wash.
Tacoma Public School Board, Tacoma, Wash.
Tacoma Vocational-Technical School, Tacoma, Wash.
Allied Committee of 16 (public school and PTA officials), Walla Walla, Wash.

Kanawha County Schools, Charleston, W. Va.
Morris Harvey College, Charleston, W. Va.
Marshall College, Huntington, W. Va.
West Virginia University, Morgantown, W. Va.
Ohio County Board of Education, Wheeling, W. Va.

Eau Claire State College, Eau Claire, Wis.
Marinette Public Schools, Marinette, Wis.
Alverno College, Milwaukee, Wis.
Marquette University, Milwaukee, Wis.
Milwaukee Board of Vocational and Adult Education, Milwaukee, Wis.
Milwaukee Public Schools, Milwaukee, Wis.
University of Wisconsin in Milwaukee, Milwaukee, Wis.

University of Wyoming, Laramie, Wyo.

MUNICIPALITIES, CIVIC GROUPS, ETC.

Comments favoring educational channel reservations, generally submitted by mayors, were filed from the following cities. Comments are usually accompanied by letters and resolutions of endorsement from various civic groups, educational agencies, etc.

Birmingham, Ala.
Montgomery, Ala.
Phoenix, Ariz.
Little Rock, Ark.
Los Angeles, Cal.
Sacramento, Cal.
San Bernardino, Cal.
San Francisco, Cal.
San Jose, Cal.
Stockton, Cal.
Pensacola, Fla.
St. Petersburg, Fla.

Atlanta, Ga.
Chicago, Ill.
Rockford, Ill.
Evansville, Ind.
Davenport, Ia.
Des Moines, Ia.
Sioux City, Ia.
Baton Rouge, La.
Lake Charles, La.
Boston, Mass.
Ann Arbor, Mich.

Bay City, Mich.
Flint, Mich.
Duluth, Minn.
Jackson, Miss.
St. Joseph, Mo.
St. Louis, Mo.
Billings, Mont.
Reno, Nev.
Trenton, N. J.
Albany, N. Y.
Schenectady, N. Y.

Durham, N. C.
Raleigh, N. C.
Wilmington, N. C.
Cincinnati, O.
Dayton, O.
Toledo, O.
Youngstown, O.
Oklahoma City, Okla.
Portland, Ore.
Erie, Pa.
Pittsburgh, Pa.

Reading, Pa.
Scranton, Pa.
Providence, R. I.
Columbia, S. C.
Memphis, Tenn.
Amarillo, Tex.
San Antonio, Tex.
Norfolk, Va.
Richmond, Va.
Seattle, Wash.
Wheeling, W. Va.
Milwaukee, Wis.

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Television Digest

WITH AM FM REPORTS

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COAST-TO-COAST HOOKUPS BY YEAR'S END: Exactly when transcontinental TV will become reality, is indeterminate at this moment -- except that it should be sometime before end of this year, possibly in time to pipe World Series in October to 3 of the Pacific Coast cities having stations: San Francisco, Los Angeles, San Diego.

Inquiry at AT&T discloses only that Omaha-Denver-Salt Lake-San Francisco microwave extensions of present hookups east of Omaha will be in operation for phone service by late August. After that, technical installations will determine addition of two-way TV circuits, which could thus be linked into present San Francisco-Los Angeles microwave hookup.

San Diego gets service off air from Los Angeles. Nothing has been decided about hooking up San Francisco-Seattle, though there is a coaxial out of Sacramento for phone service to Seattle which could be modified for TV.

Besides this week's additions of microwave circuits between Columbus-Dayton and Dayton-Cincinnati (Vol. 7:18), phone company this year plans more microwaves into Southwest, is considering Kansas City-Wichita-Oklahoma City-Tulsa-Ft. Worth-Dallas-Austin-San Antonio links (Vol. 7:6) -- but primarily for phone use.

Rest of this year, aside from coast-to-coast interconnection, AT&T plans only the Memphis-Birmingham-Atlanta coaxial extension, via Jackson, Miss., due for completion in October and providing second circuit for Birmingham and Atlanta, each now with 2 stations and already linked via Charlotte-Jacksonville. Next year, additional Rochester-Syracuse and Charlotte-Atlanta circuits are scheduled by spring plus Jackson-New Orleans by fall.

AFTER EFFECTS OF ABC-CBS DEALS: By their projected "sale and re-sale" deals (Vol. 7:18-19), which came to naught, ABC & CBS have thrown sharper focus on these trends:

(1) Value of TV franchises enormously enhanced -- not only by their profit potential but by willingness of such traditionally smart operators as CBS to go to such great lengths to obtain outlets. Channels now held will be held more tightly than ever, or for huge prices, and those sought when FCC thaws freeze will be sought more eagerly than ever.

(2) Value of radio properties, including ABC's, further depreciated -- the manifest result of tacit and expressed admission that TV is so important. Even more than ABC-CBS negotiations, the reductions in radio network rates are contributing to such depreciation of AM values.

ABC this week followed lead of CBS and NBC (Vol. 7:15 et seq) by announcing 15% radio network rate cuts effective July 1 (see p. 12). This inevitably means curtailed income from that source, while TV revenues climb.

* * * *

ABC Chairman Noble's explanation of deals is contained in statement issued May 16 and published in full on page 7. This is all that affiliates and sponsors, as well as press, were told. It implies all deals are off -- and "it means what it says," according to an ABC spokesman.

None the less, the trade is utterly convinced that ABC will be sold sooner

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or later. Some even saw significance in fact United Paramount's president Leonard Goldenson used word "suspended" when telling stockholders meeting this week about his company's negotiations with Noble.

Nor is it secret that CBS and ABC initiated talks with other prospective customers, notably the O'Neil and Storer interests, to say nothing of IT&T, and that many ABC employes and affiliates are still quite bitter. Said one major affiliate, who operates both AM and TV outlets:

"We ought to be flattered, I suppose, by the very high value placed on our properties by our worthy competitors, but for my money these proposed deals have taken a year off the life of ABC. And the network radio rate cuts are a forewarning of what can happen to radio stations. It all goes to show how we and the networks can love each other today and grow to hate each other tomorrow."

* * * *

There's scant doubt that all radio networks, in pulling down rates, face increasing difficulty in clearing time on their affiliated stations.

Some ABC affiliates took their troubles, particularly the "merger" stories, to their Senators and Congressmen, and several threatened to sue if deals went through, though principals took pains to make clear all deals were predicated on continuing ABC networks -- CBS's purpose being mainly to get some of its TV outlets.

Another boomerang effect may be new opposition in Washington to network ownership of stations, either AM or TV -- and some talk about that is already heard. FCC has limited any one entity to 5 TV stations (which only ABC and NBC now have) and custom (and proposed FCC rule) limits AMs to 7 (CBS has 7, NBC 6, ABC 5).

If networks were deprived of own stations, which could be done only by act of Congress, they would rightly argue there would be less, not more network service. Their balance sheets, they say, show profits come largely from station and not network operations. That will be more true of TV even than AM because interconnection charges are so much higher for TV.

The political dangers are great, nevertheless, and the networks have always been very sensitive to what FCC and Congress say. There have been a few outbursts in Congress on score of "monopoly" and "merger" as result of CBS-ABC negotiations.

* * * *

What CBS will do next is subject of much conjecture, but it's common gossip that it has shopped strenuously for key TV stations to add to the 2 it owns plus 45% interest in third. One big city newspaper station is said to have quoted, no doubt facetiously, a $10,000,000 asking price! CBS is bound to go after new station grants in post-freeze hearings, and it's even conceivable that it will become one of the most earnest protagonists of uhf.

May 19 Variety, without indicating source, quotes what it calls "extremely conservative estimates" of the worth of ABC's TV and AM stations, not taking into account "foreseeable potential and other important facts".

The TV station figures are shown as: WJZ-TV, New York, $5,000,000; WENR-TV, Chicago, $1,000,000; WXYZ-TV, Detroit, $2,500,000; KECA-TV, Los Angeles, $1,500,000; KGO-TV, San Francisco, $1,250,000; total for 5 TV stations $11,250,000. And the AM station quotations: WJZ, $2,000,000; WENR, $500,000 (ABC has only half-time on its channel); WXYZ, $750,000; KECA, $1,000,000; KGO, $1,000,000; total radio station valuation $5,250,000. (No reason is given for low WENR-TV estimate.)

Thus, worth of TV and AM stations alone would aggregate $16,500,000. In the CBS negotiations, purchase price of whole package was indicated as $26-28,000,000.

* * * *

ABC earnings statements have been unimpressive lately, explained as due to huge TV costs. This week, first quarter profits after taxes went up to $222,000, or 13¢ a share on 1,689,017 shares of common outstanding (of which Mr. Noble owns some 53%). This compares with $93,000 (5¢) for same 1950 quarter -- but for all 1950 the net profit figure was only $85,605 on gross operating income of $45,879,660. Noble's May 16 statement speaks of annual business of "about $65,000,000."

In 1949, ABC ran deficit of $519,085 on gross sales of $40,267,488; in 1948 profit was $468,676 on $37,110,726, and in 1947 profit was $753,911 on $35,955,004. At end of 1950, earned surplus was $3,627,559.

PIB figures for 1950, covering only network income, show ABC radio billings of $35,124,625, TV $6,470,510 -- total of about $41,600,000, which might indicate owned and operated stations, both AM and TV, accounted for only slightly more than $4,000,000. That figure is probably low, however, since PIB network figures cover gross billings. Station profit-and-loss figures aren't revealed by any network, but with very few exceptions their AM and TV stations are reputed to be good earners.

FREEZE-END HORIZON GROWING BLEAKER: Confronted with an avalanche of comments on its proposed allocations (Vol. 7:19), FCC could do no less than grant more time in ever-lengthening end-of-freeze procedures -- so as to give its own staff as well as interested parties chance to mull the comments, which reached final total of 645.

[Supplement No. 72-A, herewith, completes our digests of all comments.]

Big allocation hearing was moved forward about month -- to start July 9 -- and deadline for oppositions was extended to June 11.

That means you can add at least one more month to our calendar of probable times when new TV stations can get on the air (Vol. 7:17). It's still good guess first few won't make it before mid-1952. And if applicants come in droves, as indicated, it may be well into 1953 before any sizable market areas get new outlets.

What worries the industry far more than this delay are other factors auguring added years rather than months to freeze now approaching end of its third year:

* * * *

(1) Legality of FCC's procedures. More and more lawyers are beginning to take it for granted that someone will hail Commission into courts. Regardless who wins in courts, such appeals always take months if not years.

Commission must have known risks it was taking, radio attorneys say, but they find it incomprehensible FCC didn't try to clear legal air 3 years ago when Communications Bar Assn. asked for oral argument on exactly same issue it now poses -- whether fixed city-by-city channels can be laid down in rules, changeable only via the devious and laborious rule-making process.

They oppose fixed assignments, think allocations should be based on demand. Commission is apparently bent on making this latest allocation plan stick -- as is.

Commission counsel have long been cocky about luck in courts, though that attitude may have been somewhat shaken by industry's success in getting color case as far as Supreme Court. And, this week, District of Columbia Court of Appeals indicated that it's very meticulous about seeing that everyone gets a fair shake.

During oral argument on WJAX-City of Jacksonville's request FCC be enjoined from moving Channel 2 out of city (Vol. 7:19), Chief Judge Stephens seemed dubious whether city was getting full "due process" hearing before FCC, as required by the Administrative Procedures Act. Court came up with idea that made injunction unnecessary, doesn't tie up allocation plan:

Last year, FCC took CP for WJAX-TV away from City of Jacksonville, denying it more time for construction (Vol. 6:41). City appealed FCC action to Court of Appeals. After this week's oral argument, Court decided it will try to get out its decision, on city's appeal to recapture CP, before allocation plan becomes final. Thus, city will know whether it has a CP to protect -- before allocation is frozen.

* * * *

(2) Congress. Sen. Benton is working hard, seeking support for his resolution to study educational TV (Vol. 7:15-18.) This week, he made another long speech in Senate contending that 6-12 months' delay, if necessary, is small price to pay for proper treatment of educational TV.

Commercial interests are of one accord in bucking educational channel reservations worked into allocation plan by Comr. Frieda Hennock, and there are indications quite a few members of Congress don't like that approach either since so few educational institutions are financially equipped to run own expensive TV plants.

Sen. Benton, once an adman (Benton & Bowles), once vice president of U of

Chicago, has a lot of ideas for getting more public service into TV. According to his assistant John Howe, who used to run the U of Chicago Round Table broadcasts, he's exploring such avenues as:

(a) Creation of a national advisory committee to assist Congress and FCC. (b) Resolution requiring FCC to finalize current reservation proposal. (c) Federal grants-in-aid for educational TV stations. (d) Legislation spelling out "public interest," making applicants "stick to promises" when they get stations. (e) Setting aside of choice time for "public service" by commercial licensees.

Sen. Johnson is obviously beginning to get stirred up about allocations. He has indicated doubts about educational reservations and criticized "lack of flexibility" in FCC's plan (Vol. 7:18-19). And, nagged by constituents, particularly from his own Denver, biggest non-TV city in the country, he appears to be getting somewhat weary of the freeze himself.

* * * *

Whether oft-suggested "partial" lifting of freeze will be effected, isn't yet indicated by FCC. Guessing is it will say "no can do" -- except maybe for grants in Territories, though nobody has yet applied from Hawaii, Alaska, Porto Rico. But chances for vhf station power increases and new uhf stations "soon" appear slim.

Some stations may offer to assume risk, however, and ask FCC for temporary authorization of high power immediately where interference wouldn't be increased.

* * * *

DuMont is striving mightily to convince everyone that its allocation -- a complete substitute for FCC's (Vol. 7:18-19) -- is not only more realistic but more efficient. It's based on population density, probable economic support.

DuMont demonstrated its "light map" at New York press conference May 17 to give graphic illustration of such contentions as these: (a) Its plan supplies 375 cities with 655 vhf stations, compared with FCC's 342 cities, 557 stations. (b) It gives 4 or more vhf channels to 47 cities, compared with FCC's 18 cities. In northeast U.S., it provides 598 uhf assignments, compared with 537 in FCC plan.

DuMont plans Washington demonstration, in week or so, for consulting engineers and attorneys. After analyzing our digests of allocation comments (Supp. 72), DuMont research v.p. Thomas Goldsmith ventures that his company's plan would satisfy "vast majority" of requests for vhf channel shifts and additions.

BROADCAST CONSTRUCTION CAN CONTINUE: Second-week sizeup of NPA order M-4 regulating all construction (Vol. 7:19), as it applies to broadcast station building:

Despite confusion over errors in wording of order, mistakes in interpretation, despite fact that specific criteria haven't been worked out yet, all responsible sources we've contacted indicate that --

(1) Govt. considers present and prospective TV-radio broadcast facilities essential to national defense.

(2) Holder of FCC construction permit, as general rule, will receive NPA authorization to build if his plans for use of steel aren't too grandiose.

(3) NPA authorization system will actually help broadcasters get building materials when Controlled Materials Plan begins working smoothly (by late fall).

Order M-4 requires NPA authorization for practically all building. That's all it does. It doesn't ban station construction.

* * * *

Aside from general criteria of community necessity and essentiality to defense, specific principles to be applied in considering applications to build new broadcast facilities are being worked out by NPA's Construction Controls and Electronics Divisions in consultation with FCC. Specifications will probably limit amount of money to be spent and tonnage of steel to be used in building stations.

Construction Controls Div. administers order, issues authorizations. Electronics Div. is "claimant", or spokesman, for broadcasters. As such, its job is to see that broadcasters' case is adequately presented to other NPA divisions in charge of materials for manufacture and maintenance of equipment, as well as construction.

Electronics Div. has prepared third quarter "program" for construction of new broadcast stations under Controlled Materials Plan -- meaning it has put in request for materials it expects new stations to require. It did this after checking at FCC. Broadcasting program has been tentatively approved by DPA for allocation of materials -- and approval carries govt. stamp of essentiality.

This claimant function would normally be duty of FCC; in fact, some within FCC have complained because NPA didn't take initiative in consulting them before blanketing TV-radio stations into construction order. Fact is, however, that FCC Chairman Coy in January relinquished all rights as claimant in production program.

FCC chairman was designated by Commerce Dept. Nov. 20, 1950, to serve as claimant "with respect to all communications facilities, both Govt. and private, of a civilian character not covered otherwise." But on Jan. 12, 1951, Mr. Coy wrote DPA chief Wm. Harrison that FCC couldn't implement designation as claimant. Gen. Harrison acknowledged Mr. Coy's letter Jan. 26 and designated NPA Electronics Div. as claimant for broadcasters.

Although FCC is being consulted on standards, it is NPA Electronics Div. to whom prospective broadcaster should look for help in getting approval of construction plans. FCC will enter picture only to extent that its grant of a CP is prerequisite to NPA consideration of application for station construction.

* * * *

No one has yet applied for authorization to build a station. After specific criteria have been established, here's how authorization procedure will work:

Applicant will apply on Form NPAF-24 at nearest regional NPA office, which will have power to grant authorization. If it's denied, applicant may modify his specifications to meet NPA criteria, and resubmit them. If refused again, it's sent to Washington for review. Then broadcaster's best bet is to get in touch with NPA Electronics Div. which, as his claimant, would discuss his case -- acting as his spokesman -- with Construction Div. If he's turned down again, he can appeal to NPA's 3-man appeals board.

NPA will be lenient with broadcasters who have already bought materials to construct stations, but haven't begun building. They must file applications for adjustment or exception, showing equipment can't be resold without loss or inconvenience. Then they'll get go-ahead to build.

* * * *

Confusion aplenty is rule at NPA -- and especially in Construction Div. A mistake in phrasing of construction order -- giving newspapers apparent preference over TV-radio stations -- drew from NARTB a demand for a conference with NPA Administrator Fleischmann.

NPA general counsel's office says error was made in printing, but assures that master copy of order doesn't contain the inequity -- although there's been no public correction yet.

In another case of confusion, NPA lawyers rebuffed Construction Div. Director Rufe Newman, who last week told us broadcast stations may be constructed without NPA authorization if they use less than 25 tons of steel. That isn't so, general counsel's office says. Tonnage exemption applies to certain other construction categories -- such as schools, hospitals, factories -- but not to TV-radio.

Among grants for educational radio-TV reportedly being made: Kellogg Foundation, $200,000-$250,000 to National Assn. of Educational Broadcasters for AM "tape network" facilities; Ford Foundation, $25,000 to NAEB for monitoring of TV programs in several cities. Rumor has it that $750,000-$1,000,000 grant of some sort is in the mill. Ford Foundation officials say they have no present plans for granting funds for station construction or operation, that recent grants are to "get things going."

TV has an obligation "to attempt to lift the cultural level of the masses [but] we cannot proceed by leaps and bounds to an all-culture diet." That was sizeup of educational TV by RCA chairman David Sarnoff in May 18 speech during conference on "Living in Industrial Civilization," sponsored in Corning, N. Y. by Corning Glass Works and American Council of Learned Societies. Gen. Sarnoff pleaded for patience with young industry, saying medium shouldn't be expected to devote itself, overnight, to primarily cultural projects.

"I am a proud parent today," writes inventor Lee DeForrest to May 17 *New York Times*. He states: "In the past I have complained bitterly about some of the uses to which 'my children,' radio and TV, have been put. I am delighted to see the splendid way these media were employed in bringing to the public the living history of General MacArthur's return and subsequent discussion . . ."

Personal Notes: Alexander Stronach Jr. promoted from TV program v.p. to v.p. in charge of ABC-TV, succeeding Otto B. Brandt, who goes to KING & KING-TV, Seattle (Vol. 7:19) . . . Slocum Chapin, Eastern TV sales mgr., named v.p. for ABC-TV stations, and Richard A. Moore, mgr. of KECA-TV, named acting mgr. of ABC Western Div. . . . Wayne Mason, mgr. of RCA Frequency Bureau, New York, loaned to State Dept. for 2-year hitch as Telecommunications Attache for Western Europe, to be stationed in Geneva; he replaces C. W. Loeber, who has returned to FCC . . . Comdr. Mortimer W. Loewi, director of DuMont Network, returned from Europe May 15, accompanied by Andrew P. Jaeger film div. director . . . In addition to ABC vice chairman Mark Woods (Vol. 7:19), honorary degrees were conferred by Ithaca College May 12 on Justin Miller, NARTB, and Michael R. Hanna, gen. mgr. of Cornell's WHCU and of Rural Radio Network . . . Mannie Sachs, RCA v.p., named program chief for Philadelphia's 175th Declaration of Independence anniversary celebration . . . FCC Comr. George Sterling has chosen David W. Warren, Camden, Mc., to be legal assistant; Warren is 1948 graduate of Boston U School of Law . . . Fred Whitney, ex-Altec, joins staff of Society of Motion Picture & Television Engineers to take charge of test film technical operations . . . Marshall N. Terry, ex-Crosley, back to Trailmobile Co., Cincinnati, as adv. director . . . Tony Moe, KNX sales promotion mgr., named to same post for CBS's KTSL, Los Angeles, replacing Ralph Taylor, with Sherril Taylor coming from KSL, Salt Lake City, to take his place at KNX.

Station Accounts: TV sponsorships, resulting in more beer drinking at home, are given credit by U. S. Brewers Foundation for reversal of 1947-50 downward trend in beer production—up 4% first quarter 1951 over same 1950 period. Survey shows 62% of American families now buy beer for consumption at home. Brewers are top sponsors on TV-radio, particularly of baseball and other sports (Vol. 7:13, 17) . . . B. J. Roesch Co., electrical equipment manufacturer, sponsoring *Inside Television* on KTTV, Los Angeles, Sun. 9:15-9:30; guest experts (first was Dr. Lee DeForest, May 13) tell audience in lay language how TV works . . . Ashland Oil & Refining Co., Ashland, Ky., expands into TV with Mon.-thru-Sat. newscasts plus thrice weekly *General Store* program on WLWT, Cincinnati, thru Byer & Bowman, Columbus . . . Lic-Rich Co., Cleveland, soon to introduce licorice-flavored soft drink, ice cream and frozen sticks, will use TV, thru Hutchins Adv., Rochester . . . Zenith Radio, seldom user of TV or radio, preparing TV spots for local co-op use, plugging uhf tuners, thru MacFarland, Aveyard & Co., Chicago . . . Elgin-American planning to use TV for new campaign to promote Certina watches . . . Among other advertisers reported using or preparing to use TV: Graham Co. (Redbow products), thru Blaine-Thompson Co. Inc., N. Y.; G. N. Coughlan Co. (DeMoist dessicant), thru A. W. Lewin Co., N. Y.; New Netherlands Trading Corp. (Juliana cheese), thru Hilton & Riggio Inc., N. Y.; Jewel Food Stores, Dept. of Jewel Tea Co. Inc. (food products), thru Goodkind, Joice & Morgan Inc., Chicago (WNBQ); Nesco Inc. (stainless steel ware), thru Needham, Louis & Brorby Inc., Chicago; Mira-sham Corp. (chamois substitute), thru C. Wendel Muench & Co., Chicago; Scudder Food Products (peanut butter), thru Davis & Co., Los Angeles; Myers Industries (candies), thru Watts-Payne Adv., Dallas; Plymouth Dealers of N. Y., thru Klores & Carter Inc., N. Y.; Packard-Bell Co. (TVs & radios), thru Elwood J. Robinson & Co., Los Angeles.

Russell D. Valentine, 51, chief engineer of WQXR, New York, and a pioneer in amateur radio and high fidelity broadcasting, died May 15 at his home in New York.

Network Accounts: Pepsi-Cola, starting June 16, sponsors *Faye Emerson* on CBS-TV, Sat. 9-9:30, thru Biow Co., taking time vacated by Bulova's *Frank Sinatra Show* and dropping present *Faye Emerson Show* on ABC-TV, Mon.-Wed.-Fri. 7:15-7:30 . . . Hazel Bishop Inc. (lipstick) starting July 5, sponsors Freddy Martin's *Band of Tomorrow* on NBC-TV, Thu. 10-10:30, thru Raymond Spector Co., as summer replacement for U. S. Tobacco's *Martin Kane, Private Eye* . . . Procter & Gamble in fall will sponsor *Red Skelton* on film on NBC-TV, Sun. 10-10:30, taking over period being dropped by Congoleum-Nairn's *Garroway at Large* . . . Armour & Co. considering *Garroway at Large* as replacement for *Stars Over Hollywood*, on NBC-TV, Wed. 10:30-11, starting in fall, thru Foote, Cone & Belding, Chicago; also daytime across-the-board show for Garroway . . . Lehn & Fink (Lysol, Hinds) has bought 10-10:15 portion of *Doodles Weaver Show*, which will replace *Saturday Night Revue* during summer on NBC-TV, Sat. 10-10:30, thru Lennen & Mitchell and McCann-Erickson, both N. Y. . . . DeSoto Div., Chrysler Corp., substituting *It Pays to Be Ignorant* for *You Bet Your Life* on NBC-TV, Thu. 8-8:30, during summer, thru BBDO, N. Y. . . . Bauer & Black (surgical products) sponsorship of 5:30-6 portion of *Super Circus* on ABC-TV, Sun. 5-6, starts June 10, thru Leo Burnett, Chicago . . . Goodall Fabrics Inc. (Palm Beach) June 10 will sponsor Palm Beach Round Robin Championships from Wykagyl Country Club, New Rochelle, N. Y., on CBS-TV, Sun. 5-6, thru Ruthrauff & Ryan, N. Y. . . . General Foods (Sanka) replacing *The Goldbergs* for summer with Phil Baker handling celebrity husband-and-wife quiz show titled *Who's Whose?* starting June 25 on CBS-TV, Mon. 9:30-10; sponsor has cancelled *The Goldbergs*, but is retaining time and will have new show in fall. Agency is Young & Rubicam, N. Y. . . . Larus & Bro Co. Inc. (Edgeworth tobacco) June 24 starts *Plainclothesman* on DuMont, Sat. 9:30-10, thru Warwick & Legler Inc., N. Y.

Westinghouse is currently spending $2,300,000 for its *Studio One* on CBS-TV, using 51 stations, as against $400,000 in 1949 when it used 9 stations, according to J. Gilbert Baird, appliance sales promotion mgr., in glowing report on TV advertising at joint American Television Society-Executive Sales Club May 15 meeting. Sum includes $75,000 for newspaper advertising, $50,000 for dealer promotions, plus unstated amount for publicity, Baird revealed. Reason why Westinghouse is happy with TV, he said, is that appliances must be demonstrated and TV is best medium for that function, costing about $1.60 per thousand to reach 9,000,000 persons every week.

Million dollars is National Collegiate Athletic Assn.'s asking price for sponsorship of its college football telecast-a-week package this fall (Vol. 7:16), with breweries ruled out as sponsors, May 16 *Variety* reports, adding that NCAA reportedly would keep 60% of take, divide remaining 40% among participating colleges. "Best approach yet" is NCAA reaction to formula proposed by WWJ-TV gen. mgr. Harry Bannister: televising of second half of each Big Ten game. WPIX survey of New York area sports viewers indicates TV creates new sports enthusiasts, shows 8 out of 10 viewers who have seen major sport for first time on TV plan to attend in person, majority would rather attend than watch on TV, 37% have actually gone out and bought tickets.

Joint Committee on Educational TV has named Ralph Steetle, Louisiana State U, to replace Richard Hull as director of Washington headquarters when latter goes back to WOI-TV, Ames, Ia., June 5. Hull has been on 2-months' leave of absence. Blanche Crippen, formerly of National Education Assn., was appointed administrative assistant for program development.

Statement by Mr. Noble

Following collapse of negotiations for sale of ABC, chairman and majority stockholder Edward J. Noble May 16 issued the following statement to press, affiliates and sponsors:

It is pertinent that I reveal the facts relating to recent reports of the "sale" or merger of the American Broadcasting Company. Over the past two years, I have frequently stated that, as a representative of our stockholders, affiliates and advertisers, I would always listen to proposals that would strengthen and improve ABC and better equip our networks to serve the public. This statement remains true today.

About three weeks ago, Mr. William S. Paley, Chairman of the Board of the Columbia Broadcasting System, approached me, and in these discussions a merger of ABC and CBS, designed to create the strongest radio and television networks yet to be conceived, was suggested. Because of the Federal regulations prohibiting one company from owning two radio or two television stations in the same city and from owning more than one radio or television network, the discussions were expanded to include various other parties, who expressed desire to own radio and television facilities that could not legally be absorbed into a combined ABC-CBS company.

It soon became apparent that any such plan would weaken the remaining ABC radio and television networks. This was rejected by my associates and me in the belief that the public interest would not be served. We felt that the plan was unfair to ABC advertisers, ABC affiliates and our organization who had built ABC in eight years from a small radio network of 116 stations, doing $12,000,000 of business, to a radio network of 290 stations and a television network of over 60 stations, doing an annual business of about $65,000,000.

During the negotiations, as the controlling stockholder, I was offered, by an interested party other than CBS, an opportunity of selling my personal stock at $15 a share. This, I rejected, both because I would not accept an offer not available to all stockholders and because, as I have said, I have no interest in a "sell-out" which would take me away from the development of television and radio.

The merger of ABC into CBS was abandoned by my associates and myself, although it was very attractive, both financially and otherwise, because the remaining ABC radio and television networks would not be as strong or have the potential of growth equal to the present set-up.

Thereafter, United Paramount Theaters, Inc. proposed a merger with ABC, whereby ABC stockholders would receive United Paramount preferred stock and warrants for shares of United Paramount common stock. ABC could not accept this offer because we are interested only in a real partnership whereby ABC stockholders would share more fully in the growth of radio and television through ownership of greater amounts of equity securities and through exercise of more proportionate voting representation.

My associates and I have been complimented by the recognition given the value of ABC by our competitors and by others who have studied the operation of our company.

We will continue to operate ABC radio and ABC television and are convinced that we will continue our growth and progress and better serve the public in both fields. We have but one objective—the improvement of the position of the American Broadcasting Company, its personnel, stockholders, affiliates and advertisers.

More May 1 sets-in-use reported since NBC Research's "census" of April 1 (Vol. 7:17): Baltimore 297,368, up 5368; Johnstown 87,275, up 5075; New Orleans 56,364, up 1964. Cleveland total is now 470,487, up 16,487 during March and April, Bureau of Business Research, Western Reserve U reports. NBC did not have April 1 figure for Cleveland.

Financial & Trade Notes: Details of CBS-Hytron deal (Vol. 7:15) are disclosed in notice to CBS stockholders of special meeting June 13, at which CBS board will seek approval of issuance of 621,550 more shares of its stock (310,775 shares each of Class A & B) in exchange for Hytron assets. Chairman Paley's letter to stockholders states:

"We believe that, as was the case when Columbia Records Inc. was acquired some years ago, Columbia will by this transaction provide for itself a more varied source of income and greater revenues . . . We believe that the potential growth of the TV set manufacturing business is considerable and that only a small part of the possible market has been realized. We also believe that the use of the name 'Columbia' . . . will aid materially in the marketing of radio and TV sets and phonographs which may be produced by Air King."

Proxy statement states the 621,550 shares of CBS stock will provide 31 shares for each 100 shares of the 2,005,000 outstanding common of Hytron, that Hytron will distribute these shares to its stockholders in "complete winding up and liquidation of Hytron" and that Hytron will change its corporate name. Hytron's chairman Lloyd H. Coffin, president Bruce A. Coffin and v.p. David H. Cogan are to be employed for 3 years at basic compensation of $50,000 per year each plus bonuses up to $50,000; their present stockholdings in Hytron are 115,886, 120,238 & 32,269 shares respectively. All 3 with Hytron director Frederick L. Chapman would be elected to CBS board.

If CBS board determines and satisfactory tax ruling is obtained, the 2850 Class A and 189,750 Class B shares now in treasury of CBS may be used as part of shares to be issued and delivered to Hytron. If agreement is consummated (assuming no Hytron stockholder demands payment for his shares), there will be outstanding 1,269,203 shares of CBS Class A and 1,069,699 shares of Class B. As of May 7, notice says, there were outstanding 958,428 Class A and 758,924 Class B shares. The A & B shares are identical except that holders of A, voting separately, have right to elect half the total directors.

CBS chairman Wm. S. Paley owns beneficially 88,510 Class A and 223,500 Class B, or 9.23% and 29.45%, respectively, of those presently outstanding. On April 30, director Isaac D. Levy was reported as selling 5000 shares of B, and it's generally believed he and family were principals in recent private sale of 35,000 shares (Vol. 7:18-19).

* * * *

Raytheon sales for 10 months ended March 31 amounted to about $73,000,000, profit about $2,000,000, so that earnings for fiscal year ending May 31 should equal $1.10 or $1.15 per share, compared with 49¢ in fiscal 1950. This is gist of statement by president Charles Francis Adams Jr., speaking before N. Y. Society of Security Analysts. He predicted volume of more than $100,000,000 next few years, profits of $1 to $3 per share, possible dividend action after next spring when govt. work hits peak. Defense backlog amounts to $100,000,000, he stated.

Dividends: DuMont, 25¢ quarterly on preferred payable July 1 to holders of record June 15; Hazeltine, 25¢ payable June 15 to holders June 1; Aerovox, 15¢ payable June 15 holders June 1; Cornell-Dubilier, 20¢ on common payable June 28, $1.31¼ on preferred payable July 15, to holders June 20; I-T-E Circuit Breaker Co., 35¢ payable June 1 to holders May 18; Weston Electrical Instrument Co., 50¢ payable June 8 to holders May 23; Sprague Electric, 50¢ payable June 14 to holders May 29.

Bendix reports profit of $2,890,152 ($1.37 a share) for first 1951 quarter compared with $3,563,685 ($1.69) for same 1950 quarter.

Television Digest WITH AM-FM REPORTS
1819 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
May 19, 1951

NEW METAL CURBS PRESAGE SET SHORTAGES: Defense bite into TV production will be so heavy during third quarter that supply and demand should be equalized before fall. In fourth quarter, all signs point to a shortage.

NPA restrictions and material shortages -- not marketing conditions -- will call the turn in TV-radio production next quarter, on basis of new consumer durable curbs outlined to manufacturers on May 18 by NPA Administrator Manly Fleischmann. Here's picture, subject only to minor changes:

(1) Steel limitation will be tightened to permit manufacturers to use during third quarter not more than 70% of amount they used during average quarter of first-half 1950, a period of low production compared to lush last-quarter 1950 and first-quarter 1951. Second quarter limitation was 80% (Vol. 7:10-11,14).

(2) Similar limitations will restrict manufacturers to 60% of copper, 50% of aluminum they used during first-half 1950.

On basis of average quarter's production in first-half 1950 -- about 1,557,-000 TVs -- third quarter shouldn't see more than 1,000,000 TV sets produced. This doesn't take into consideration restrictions and shortages other than steel, copper and aluminum. Pinches in nickel, tungsten, cobalt and other materials used in components could chop output down still further.

There's slight comfort in probability that NPA will be more lenient in letting manufacturer decide how to use metals he's entitled to -- to make more of faster-selling models, fewer hard-to-move ones. But he won't be allowed to switch metal quotas as between TVs, radios and phonos, for instance, and he can't "juggle" products: e.g., TVs-radios-phonos instead of appliances, and vice versa. Each is in a separate category.

But NPA probably will remove barrier that discriminates against "assemblers" as distinguished from "manufacturers" (Vol. 7:11).

Govt. figures consumer durable limitations on basis of what's left after metals are allotted for more "essential" products under Controlled Materials Plan. But consumer goods manufacturers aren't guaranteed allotments of metals, as are those who come under CMP. Fourth quarter, TV-radio and other durable goods will be pinched tighter -- but it's possible they'll be brought under CMP by then and thus be guaranteed some supply of materials, however little.

Repair and replacement part problems will be by-products of curtailed civilian production. NPA currently plans to permit practically unlimited production of these items, and is preparing order giving repairmen priority rating to get parts for household appliances, TV-radio included.

* * * *

General tentative CMP allotments have been computed by DPA. Defense and direct defense-supporting industries will get all the steel, copper and aluminum they require. So-called "intermediate" industries -- not directly military or defense-supporting, but not civilian either -- will average about 85% of steel they used during first-quarter 1951 (which is about 100% pre-Korea use), 80% of copper (65% pre-Korea), 65% of aluminum (50% pre-Korea). Consumer goods -- outside CMP -- are bottom category, get what's left after others are taken care of.

TRADE UP SLIGHTLY, PLENTY YET TO DO: Things were looking up a bit this week and last, though on spotty basis. There are no exact figures, and the heydey when production statistics actually told story of wholesale-retail trade is obviously at end. Nevertheless, our best information sources indicate that unit sales at retail level now seem to be keeping pace with those of last year at this time.

That's not saying very much, of course, in light of heavy promotions, lower average unit prices, intensive pressures to reduce heavy inventories. But the

season is against the kind of boom TV trade that prevailed all last year and that misled so many of us into believing there was no end to it.

If you can believe the business services and the other economic pundits, TV trade should benefit with all others in boom they promise, almost with one accord, later in year. Typical quote from Washington Post editorial on "Inventory Worries":

"Looking ahead, however, retail stocks on the whole do not appear to be excessive. On the contrary, there is good reason to believe that in a very few months retailers will be scrambling to place new orders and build up depleted inventories. Economic Stabilizer Eric Johnston points out that the defense procurement program 'hasn't really hit the civilian economy up to now.' But with the stepup in defense orders, now being placed at the rate of $1 billion a week, it soon will be, and that will result in industrial bottlenecks, labor shortages and lack of civilian goods.

"Another thing to keep in mind is that individual income reached record high levels during March. It will go still higher with increases in wage rates, longer hours of work, and additions to the labor force, laying the foundation for a rapid expansion of consumer spending later on. Firms with adequate financial resources that are not compelled to dispose of abnormally large inventories now will then be in a position to enjoy the advantages of a sellers' market at ceiling prices."

* * * *

That's the bright forward view seemingly shared by the economists, to say nothing of some TV-radio manufacturers. On immediate side, though, they're still hoping to be able to persuade Federal Reserve Board to reverse its opposition to relaxation of Regulation W, formally announced last week (Vol. 7:19).

RTMA will appear before Senate Banking & Currency Committee June 5 to argue for (1) elimination of wage, price and credit controls, or (2) restrictions on the Administration's authority under defense production act (due for renewal June 30) to slap an arbitrary down payment of 25% on TV as against easier terms on other home furnishings. The industry had asked FRB to permit trade-ins to be applied against down payment, or to reduce down payment terms to the 15% allowed for furniture.

Basis of FRB's turndown -- "saturation" and "uhf" (Vol. 7:19) -- is so easily refuted that RTMA expects to make good case before Senate group.

Yet there's talk of even tighter credit controls -- but what's meant won't be known until President's Committee on Credit Policy submits its report to White House and it's released, expected momentarily. Whether this will recommend even tighter Regulation W, isn't known. FRB chairman Wm. McChesney Martin this week told Senate committee board has no present plans either to tighten or relax Regulation W.

* * * *

Possibly contributing a mite to slightly improved demand for TVs was news this week that House Ways & Means had voted to increase excise tax on TVs, radios, phonos, records and musical instruments from present 10% to 15%. It also proposes to raise tax on autos from 7% to 10%, but rejected hike on 10% tax on refrigerators.

This bill is still in writing stage, and RTMA officials and excise tax committee are trying to persuade committeemen tax may really kill off revenue source. Administration had originally asked for 25%. Senate Finance Committee must yet hold hearings, too. Aligned with industry against tax raise are labor unions.

* * * *

TV output for week ending May 11 went up slightly -- to 82,224 (7544 private label) from year's low of 66,077 week before (Vol. 7:19). Factory inventories also went up, totaling 505,848 at end of week as against 474,541 the preceding Friday. In radio, slight upturn was also reported -- 330,228 units vs. 298,149 week earlier. Radio inventory was 214,609, up from 187,305 of preceding week. Week's radio breakdown was as follows: home radios 159,282, auto 133,952, portables 36,994.

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Trade practice rules will be drawn up by Federal Trade Commission June 21 in Washington, in cooperation with RTMA, NARDA, National TV Dealers' Assn., and such dealers and distributors as engage in interstate commerce. Following industry conference, FTC will schedule general public hearing, probably in fall. We erred last week in stating that June 21 meeting was an RTMA-sponsored session.

Topics & Trends of TV Trade: Emerson TV prices go back up June 1, after only 30-day period of reductions ranging from $15 to $145 (Vol. 7:18). Dealers will be told new lists within week. Prices will be at or near what they were before May 1 reductions, according to president Ben Abrams, who noted that the reductions, originally planned to run about 60 days, "accomplished our objective of reducing dealer and distributor inventories."

"Since our production costs have increased due to our curtailed operations," said Mr. Abrams, "it is necessary that our TV line be repriced upward." He disclosed Emerson is cutting back production from 1500 to 1000 TVs per day, from 3500 to 2500 radios per day, forced not only by reduced demand but by materials restrictions, defense orders, etc. This means cutback of 60% from peak fourth quarter 1950, he said.

* * * *

Monarch-Saphin got plenty of publicity—even newsreels and telecasts—on its big "auction" of TVs in New York's Capitol Hotel May 14-17. Fears that it would be dumping proposition were dissipated after first 2 days of sales, when it became apparent sets were going at 30-40% below list, which is about what consumer could get anyway if he shopped around. *New York Journal of Commerce* May 16 called it "just another sales gimmick"—and there are plenty being tried by overloaded dealers, including one in Chicago offering a 7, 10 or 12½-in. traded-in TV, a radio or even a small washing machine for one cent with every purchase of a new TV.

Monarch-Saphin auction drew 5000 first day, 8000 second, enjoyed brisk sales. Many attending at first were representatives of manufacturers and distributors. There were dealer complaints at first, then these faded when it became apparent auction was more in nature of promotion than true distress sale. Company reported it sold 7000 sets during 4-day auction.

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Oscillator radiation problem (Vol. 6:37, 7:4) appears well in hand, with most, if not all, TV manufacturers prepared to report meeting RTMA's recommendations—50 uv/m at 100 ft. for Channels 2-6 and 150 uv/m for Channels 7-13—by July 1. Of course, many sets which don't meet standards are now in inventories, will appear on market for many months. FCC's attitude remains: "So far, so good. Let's see how much more you can reduce it."

Standard Coil's uhf strips, for existing tuners, will be unveiled June 7 at press showing in Bridgeport. Biggest tuner maker, Standard says it has built tuners contained in 40% of all sets made, has supplied over 60 set makers. Company contends existing receivers containing its tuner "can be properly adusted in a matter of minutes, and at little expense to the owner."

IBEW-AFL has dropped idea of urging freeze-lifting now in non-contested areas, deciding it's too complicated for union to get involved with, according to Washington spokesman. It has had conferences with Federal Reserve Board and NPA on credit and steel, respectively, and will urge Congress not to increase excise to 15%. Said spokesman: "Things are bad enough. Looks like they want to kill the business." Union has 500,000 members, possibly 125,000 in TV-radio plants, including Admiral, Crosley, RCA, Sylvania, Westinghouse.

Materials exchange program has been launched by West Coast Electronic Manufacturers Assn. Group issues "have and want" list, monthly tabulation of materials on hand and items wanted. O. B. Sundberg, exchange committee chairman, says list is available to those who write to him on their business letterhead, at 395 Page Mill Road, Palo Alto, Cal.

Trade Miscellany: Chicago Furniture Show, June 18-28, will see very few new TV models—possibly a mockup here and there, but none of the usual extensive lines of new production models . . . Philco plans no convention this summer, leaving get-togethers to distributor-dealer Bermuda cruises . . . RCA has officially stated no new models before Aug. 1 (Vol. 7:18) . . . Westinghouse and Sylvania say new sets will be ready in July . . . Arvin schedules dealer convention for July 29-Aug. 1, promising new TVs and radios . . . Hallicrafters says new TVs, if any, sometime in fall . . . Air King, which as Hytron subsidiary is soon to come under CBS ownership (see Financial & Trade Notes), is out seeking to line up distributors, telling prospects that if color decision goes CBS way it will have color sets quickly, otherwise it will have plenty of monochrome . . . TVs accounted for less than $7,500,000 of Sylvania's record first quarter sales of more than $60,000,000 (Vol. 7:17), according to president Don G. Mitchell, who said he looks for TV trade upturn around Aug. 1-15, reported very low inventory of receivers . . . Raytheon president Charles Francis Adams regards current slump as "purely seasonal" but admits it caused Belmont subsidiary to go into red in April.

Plant Expansions: Collins Radio will erect $1,000,000 manufacturing-assembly plant in Dallas-Fort Worth area, including personnel training school and main building covering 60,000 sq. ft., eventually employing 6000 . . . Aerovox Corp. has acquired Wilkor Products Inc., Cleveland (precision resistors), whose 35,000 sq. ft. plant and staff under former owner W. M. Kohring will be continued; Aerovox' other subsidiaries are Aerovox Canada Ltd., Hamilton, Ont.; Electrical Reactance Corp., Olean, N. Y.

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RCA's community antenna installation in Pottsville, Pa., operated by distributor Martin Malarkey (Trans-Video Corp.) and now feeding 275 homes, will be shown off to press May 22. Philco and Jerrold have broken up arrangement whereby former distributed community equipment built by latter (Vol. 7:2, 7, 11).

Automatic-focusing CR tube was announced May 15 by DuMont. Said to eliminate need for focus coil, focus control or other focusing mechanisms, new tube has no external focusing attachments. DuMont says secret of materials-saving tube is new type electron gun. Pilot production is now under way, and DuMont plans to put out complete line of self-focusing tubes.

New cathode permitting manufacture of tubes with higher current and longer life reported by Philips Laboratories. Developed in Holland, "L" cathode is being offered to tube manufacturers, is claimed to be first new basic cathode in over 25 years.

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Sales of retail radio and appliance dealers totaled $259,000,000 in March. Census Bureau estimates in its March *Trends in the Electrical Goods Trade*, a decline of $28,000,000 from February, but $1,000,000 more than March 1950.

TV shipments to dealers during first quarter totaled 1,814,767, according to RTMA. March shipments were 595,042, compared with February's 619,122. Breakdown of shipments, by counties, is available on request from RTMA, 1317 F St. NW, Washington 4, D. C.

Sun Oil has installed TV sets in 8 tankers plying Gulf and east coast waters. Sets are 12½-in. RCA models equipped with boosters, rotating antennas, etc.

Avco about to sell its 48.6% stock in ACF-Brill Motors to group headed by Allen & Co., in line with policy of switching from holding to an operating company.

Mobilization Notes: Edmund T. Morris Jr., on leave from Westinghouse to be chairman of high-level defense Electronics Production Board, is widely mentioned as next director of NPA Electronics Div., succeeding John G. Daley, who leaves May 21.

So far as we can find out—even from Morris himself—appointment hasn't been made yet, but no other names have been mentioned in connection with post. Presumably, if Morris is named, he will also continue to head Electronics Production Board, which comes under DPA. His knowledge of broadcasting field, as well as electronics production, should be valuable to Electronics Div., which is short on personnel familiar with broadcasting industry.

Daley, retired general plant manager of New England Telephone & Telegraph Co., will return to retirement in Boston, after having served as division chief 6 months.

* * * *

Three firms were issued certificates of necessity during week ended May 11 for rapid tax amortization on expansion of electronic production facilities to cost $3,991,510, DPA announced—out of total of 106 certificates granted to all industries during period, covering expansion valued at $183,189,208. Hytron was granted certificate for expansion of electronic tube production facilities at Danvers, Mass., to cost $3,333,000, with rapid tax write-off on 75% of that amount. Others were: Sylvania, Warren, Pa., parts of electron tubes, $427,533 at 80% (Sylvania's 11th certificate); Wickes Engineering & Construction Co., Camden, N. J., electronic equipment, $230,977 at 75%.

Mobilization Guide for Small Business, issued May 17 by Defense Production Administration, contains such information as: how to be placed on govt. bid lists, methods of financing plant construction, how to appeal for "hardship relief" from controls and regulations, how to get help in obtaining needed machinery and operating supplies. It's available at Commerce Dept. field offices and from Defense Production Administration, Washington 25, D. C.

Regulation W, not shortages, was chief complaint of Radio, TV & Household Appliance Wholesale Advisory Committee when it met May 17 with NPA. Govt. production officials pointed out that credit controls aren't within their jurisdiction, but they were gratified to learn that wholesalers' stocks are "adequate". Some spot shortages were reported, in some areas, including certain types of TV and radio tubes. (For list of committee members, see Vol. 6:51.)

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Cadmium order M-19 will be relaxed, at least temporarily, because sufficient supplies are now on hand to allow wider use of the metal. So NPA told leaders of cadmium industry May 15. NPA now permits use of cadmium for plating TV chassis, but not for radio chassis. It's believed that many of the restrictions on cadmium plating—probably including ban on its use in radio—may be lifted.

Polyethylene, used in insulation and plastic products, will be placed under allocation July 1 by NPA (schedule 5 to Order M-45), because demand exceeds supply. Purchasers of polyethylene will be required to certify on their orders to their suppliers the end-use of the material ordered, but only the 2 polyethylene manufacturers will have to fill out forms.

Is MRO regulation being obeyed? NPA launched series of spot checks on May 14 in 800 different industries to see if it is. Federal Trade Commission examiners will look into: (a) use of DO-97 ratings to obtain maintenance, repair and operating supplies, (b) MRO quotas, (c) acceptance and treatment of DO-97 and other rated orders, (d) impact of MRO program on defense program, (e) observance of record-keeping requirements.

Eighty percent of TV cost goes into receivers and servicing, only 20% into production of shows, Paramount Pictures' Paul Raibourn told joint American Television Society-Sales Executive Club New York meeting May 15. He noted that "such a ratio belongs to the sillier side of our economic organization," and has produced "strange results, such as a network [CBS] going into the manufacturing business and another [obviously ABC] apparently undecided which way to go but surveying them all." When ratio changes, Raibourn said, "you will find many new people producing programs, including the motion picture companies." Raibourn estimated average set owner spends $100 a year for TV set, servicing, obsolescence, incidentals and programs—cost of electricity alone running about $15 a year. That's about half of what average family spent on movies in their palmiest days, he said.

Supply and demand of FM sets remains controversial as ever (Vol. 7:11), as broadcasters, manufacturers and dealers come up with surveys showing different results. NARTB reported returns from 123 distributors in 41 cities, 18 states, show half of them indicating demand for FM-AM table models exceeds supply. NARDA queried 1000 dealers, got returns from about 100. Of these, 78% said their stocks of FM-AM table models are adequate; 59% reported FM-only stocks sufficient. RTMA is still compiling its returns, but spokesmen indicate FM demand is far nearer being met than NARTB study shows. Another broadcaster-manufacturer conference is expected.

Theater-TV will have paying audience of 200,000 by end of year. That's estimate of Nathan L. Halpern, Fabian and TOA television consultant, in talk to Georgia Theatre Owners Assn. in Atlanta this week. He based estimate on fact that more than 100 theatres in 50 cities will have installations by then, their seating capacity 200,000. He presumably also referred to recent RCA announcement of orders from dozen theatre exhibitors for more than 50 installations at cost of $750,000-$1,000,000.

Hollywood talent and technical unions are working on repayment formula in cases where motion pictures are rented to TV, following acceptance of principle week ago by Independent Motion Picture Producers Assn. in negotiation with Screen Writers Guild. SWG was spurred to this action, even threatening to strike, by musicians' recent 5% royalty deal with producer Robert L. Lippert (Vol. 7:17). So far, talk is that performers and technicians should get anywhere from 5-15% of TV income.

Industry delegates to international radio technical sessions in Geneva June 4-July 6: Haraden Pratt, American Cable & Radio; Edwin W. Bemis, AT&T; C. C. Taylor, Bell Labs; J. B. Coleman, J. H. Delinger, C. G. Mayer, Wayne Mason, all RCA; Neal McNaughten, NARTB; Donald Fink, *Electronics*. U. S. group is headed by H. B. Otterman, State Dept., Govt. members: Florence Trail, State Dept.; E. W. Allen, George Turner, W. F. Minners, all FCC; Newbern Smith, D. K. Bailey, W. Q. Crichlow, W. D. George, all Bureau of Standards; W. B. Burgess, Naval Research; Maj. E. J. Holliman, Signal Corps.

Trade Personals: D. W. Gunn named equipment sales mgr., Wm. T. Buschmann merchandising coordinator, G. V. Bureau govt. sales mgr., Raymond W. Andrews, factory sales mgr., Sylvania Radio & TV Tube Div. . . . Carl Wasmansdorff promoted to director of engineering, Hoffman Radio . . . Edward A. Freed, ex-RCA tube dept., named sales mgr. for products of General Instrument Corp.'s Elizabeth (N. J.) plant; Lee Ballengee transferred from Elizabeth to Chicago sales office . . . Frank Folsom, RCA president, a leading Catholic layman, chosen by Temple U to make presentation of honorary degree to Eddie Cantor at June 14 commencement.

Telecasting Notes: Despite prospective hookup of West Coast TV stations into the national networks via new transcontinental link due for completion by end of year (see p. 1), despite current NBC negotiations to buy 40-acre tract from Warner Bros. in Burbank for new TV-radio center, despite elaborate plans of CBS to build similar TV center on site of Gilmore Stadium, May 19 *Billboard* sees only "sad TV future" for Hollywood (1) because of sparse TV studio facilities, and (2) because supporting vaudeville talent is centered in East and it's very necessary to variety shows. Some big name stars may prefer to live in Hollywood, but other talent needs "vaude or nitery bookings", says *Billboard*. Show business periodical completely overlooks intercity switchovers, which will be possible no less in TV than in radio, once links are in . . . "Television City" sites recommended by Mayor's committee in New York, 16 in Manhattan, 2 in Nassau County, ranging in size from 57 to 401 acres, reported by *New York Times* to have been received with indifference "because several of the major networks have already made commitments for studio space in Manhattan while others are waiting to ascertain the strength of a developing move [to] Hollywood" . . . WOR-TV reports its new 2-story building at Broadway & 67th St., covering nearly whole square block, will be ready by Jan. 1, 1952, and will be called "Television Square" . . . First radio station to convert exclusively to 45 rpm records is WFIL, Philadelphia, which announces it has acquired library of 5000 selections, converted dual-speed turntables with RCA Victor conversion kit, will go on all-45 rpm standard May 21 . . . British and French film producers will turn out 15 & 30-min. films for TV from American scripts, which DuMont will telecast in U. S. and movie exhibitors will show abroad, under deal concluded by DuMont's Comr. Loewi during European trip just concluded; he says this "assures a reasonable cost to both users" . . . DuMont bid for Texaco's Milton Berle show for 1951-52 season went by boards this week when sponsor renewed with NBC-TV for same Tue. 8-9 period; show vacations for 13 weeks after June 12. Berle's 30-year artist contract with NBC isn't effective until fall of 1952 . . . DX contest conducted by WBKB, Chicago (Channel 4), with auto as prize, was won by Wm. J. Tong, Imlay City, Mich., 246 miles away; he phoned at 5:30 a.m., May 13, to describe plainly the show then being carried—contest having been run from midnight to 9:30 a.m. . . . Chicago Tribune's WGN-TV reported signing extension of DuMont affiliation contract for 2 years from June; United Paramount's WBKB contract with CBS due for renewal in October . . . KECA-TV, Los Angeles, May 15 raised base hour rate from $900 to $1200, one-min. from $150 to $220.

Urgent need for program code of own—standards that are industry-formulated rather than laid down by Govt. or others—is stressed in letter to all stations from NARTB-TV program committee (Vol. 7:16) resulting from May 17 New York meeting. All-station conference was called June 22 in Hotel Statler, Washington, stations being asked to submit their May 6-12 program logs for study and recommendations. It's obvious problem isn't merely "V necklines" but "program balance," e.g., commercial vs. sustaining time, live vs. film, local vs. network, etc. Committee's chairman is Robert D. Swezey, WDSU-TV, New Orleans. Other members: Clair McCollough, WGAL-TV & WDEL-TV; Frank M. Russell, NBC; Chris Whiting, DuMont; George B. Storer, Fort Industry Co.

Should educational TV programs be sponsored? According to survey of 694 educators by U of Cincinnati under Crosley grant, 58% favor "restricted" sponsorships, 10% favor unlimited sponsorships, 26% say TV stations should bear full costs. Suggested "restricted" sponsors: books, insurance, TV sets, autos, food, sports equipment.

NEEDLE the networks—and take all steps necessary to preclude further weakening of radio rate structure, especially national spot. That seems to be way Affiliates Committee's functions shaped up following May 15-16 New York meetings of 7 of the 13 members named in Chicago last month after CBS first announced network radio rate reductions (Vol. 7:16-17).

Even while affiliate group was meeting, ABC May 17 made known its competitive rate cut—15% less for all time periods from 1 to 10:30 p.m., effective July 1. In effect, this is an undercut, for CBS and NBC rate reductions are 10% on day time, 15% night (Vol. 7:15, 18). It's foregone certainty new MBS rates will shortly be quoted, too.

Affiliates Committee reported 200 stations backing its work, $13,000 in treasury, 146 more stations pledging support during meetings. It addressed missives to network presidents bluntly declaring there is "widespread feeling . . . some major radio networks no longer have a vital interest in AM radio" and demanding they "state clearly and unequivocally the position of your company with respect to your continuing interest and complete support of the radio medium."

To Assn. of National Advertisers and all ANA members, letters were sent averring radio is still good buy and observing: "We think we have been negligent in not raising rates through the years . . . Overzealous, competitive, upward bidding for name talent, both by advertisers and networks, initially caused the dike to break." Committee agreed BAB should do research on radio, rather than special project—though NBC and its affiliates committee have set up special research study on economics of network radio, to cover rates, discounts, sales policies, station compensation, etc. (For list of committeemen, see below.)

NBC has notified affiliates it's eliminating sustainings 8:15-10 a.m., 6:15-6:45 p.m., which weren't being carried generally anyhow since times were good local and spot availabilities. Reduction of sustainers is expected to be general, along with curtailment of AM staffs and other economies designed to meet reduced revenues.

Key men in FCC's new Broadcast Bureau, the division chiefs, (Vol. 7:18) haven't been named or even hinted by chief Curtis Plummer or commissioners, but corridor gossip has jobs filled and vacated daily. Here are predominant guesses, for what they're worth: *Asst. Chief*, Harry Plotkin (50-50 chance); *TV Facilities*, Cyril Braum, TV engineering chief; *Aural Facilities*, James Barr, AM-FM engineering chief; *Renewal & Transfer*, Walter Emery, chief, renewals & revocation branch of law bureau, or LeRoy Schaaff, chief of broadcast accounting; *Hearing*, Dwight Doty, AM legal chief, or Joseph Kittner, assistant to general counsel; *Rules & Standards*, Paul Dobin, legal assistant to Comr. Jones, or Kittner. For chief engineer, replacing Plummer, talk has narrowed down to: Edward Allen, now chief, Technical Information Div.; Albert McIntosh, new chief, Frequency Allocation & Treaty Div.; C. W. Loeber, who has been on loan to State Dept. as telecommunications attache in Geneva.

Members of joint stations-NBC committee to study the economics of radio network operations are: Jack Harris, KPRC & KPRC-TV, Houston; C. Robert Thompson, WBEN & WBEN-TV, Buffalo; Harold Essex, WSJS, Winston-Salem; Harry Bannister, WWJ & WWJ-TV, Detroit; George Whitney, KFI & KFI-TV, Los Angeles. Representing NBC are Charles R. Denny, executive v.p.; Carleton D. Smith, stations relations v.p.; Hugh M. Beville, plans & research director; Henry T. Sjogren, controller; Norman Cash, radio station relations director; David Adams, asst. to Denny.

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Television Digest WITH AM-FM REPORTS
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Supplement No. 72-A
May 19, 1951

Addenda to

DIGESTS OF COMMENTS ON PROPOSED TV ALLOCATION PLAN

Hearing Scheduled before FCC Starting July 9, 1951; Docket No. 8736

Note: Digests of comments listed below are in addition to those published in Supplement No. 72, May 12, 1951.

Specific and General Comments

(For list of educational institutions, municipalities and civic organizations favoring plan in general terms, see other side.)

Balaban & Katz Corp., Chicago, Ill. (WBKB) — Favors FCC proposal to shift WBKB from Channel 4 to 2. (Hogan & Hartson).

Universal Broadcasting Co., Indianapolis, Ind. (WISH) -- Requests reclassification of Channel 13 to commercial use. (Segal, Smith & Hennessey).

Centre College of Kentucky, Danville, Ky. — Requests assignment of flexibility channels to Danville in lieu of 35 for education.

U. of Kentucky, Lexington, Ky. — Requests reclassification of Channel 27 or 31 to educational use or assignment of flexibility channel to Lexington for educational use.(Krieger & Jorgenson

U. of Missouri, Columbia, Mo. — Requests educational stations be permitted to commercialize up to 50% of broadcast day. (Fisher, Wayland, Duvall & Southmayd).

New Jersey Audio Visual Educational Assn., Jersey City, N. J. -- Request at least four non-commercial channels for education.

State Dept. of Education, Trenton, N.J. — Requests assignment of flexibility channels to non-commercial use in communities where there are no educational channels reserved. Alternatively requests reclassification for educational use of Channels 37 in Paterson, 44 in Trenton, 46 in Atlantic City, 47 in New Brunswick.

Protestant Radio Commission, New York, N.Y. — Requests that uhf flexibility channels be made available to educational institutions. (Frank S. Ketcham).

Bob Jones U., Greenville, S. C. (WMUU) -- Urges permission to operate educational stations on non-profit basis. (Frank Stollenwerck).

Red River Valley Publishing Co., Sherman, Tex. — Requests assignment of Channels 10 & 17 to Sherman-Denison affecting Forth Worth, Denton, Weatherford, Waxahachie & Hillsboro, Tex.

Utah State Agricultural College, Logan, Utah — Requests assignment of uhf flexibility channe to Logan. (Louis S. Madsen, president).

The Journal Co., Milwaukee, Wis. (WTMJ & WTMJ-TV) -- Favors FCC proposal to shift WTMJ-TV fro Channel 3 to 4. (Hogan & Hartson).

Educational Institutions and Civic Organizations Favoring Reservation Plan

Mount St. Mary College, Los Angeles, Cal.
Santa Clara County Board of Education, Santa Clara, Cal.
University of Miami, Coral Gables, Fla.
Carbondale Federation of Womens Clubs, Carbondale, Ill.
Northwestern University, Evanston, Ill.
State Normal University, Normal, Ill.

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Educational Institutions and Civic Organizations Favoring Reservation Plan (Cont'd)

Springfield Chamber of Commerce, Springfield, Ill.
University of Illinois, Urbana, Ill.
Evansville College, Evansville, Ind.
Coe College, Cedar Rapids, Ia.
Des Moines Register & Tribune, Des Moines, Ia. - (Harlan Miller).
Iowa Weselyan College, Mount Pleasant, Ia.
Tulane University, New Orleans, La.
Lowell Institute Cooperative Broadcasting Council, Boston, Mass. (Covington & Burling).
Stephens College, Columbia, Mo.
Evangelical Lutheran Synod of Missouri, St. Louis, Mo.
St. Louis Archdiocesan Council of Catholic Men, St. Louis, Mo.
St. Louis Council of Parent-Teachers Assns., St. Louis, Mo.
Meredith College, Raleigh, N. C.
Wilmington College, Wilmington, N. C.
Cameron State Agricultural College, Lawton, Okla.
Oklahoma City Public Schools & Board of Education, Oklahoma City, Okla.
Geneva College, Beaver Falls, Pa.
State Teachers College, California, Pa.
State Teachers College, Edinboro, Pa.
Thiel College, Greenville, Pa.
St. Vincent College, Latrobe, Pa.
Westminister College, New Wilmington, Pa.
Carnegie Institute, Pittsburgh, Pa.
Catholic School Board, Diocese of Pittsburgh, Pa.
Pennsylvania College for Women, Pittsburgh, Pa.
State Teachers College, Slippery Rock, Pa.
Washington & Jefferson College, Washington, Pa.
Waynesburg College, Waynesburg, Pa.
Brown University, Providence, R. I.
Sioux Falls College, Sioux Falls, S. D.
Del Mar College, Corpus Christi, Tex.
University of Vermont & the Agricultural College, Burlington, Vt.
Washington State College, Pullman, Wash. (KWSC)
King County School Directors Assn., Seattle, Wash.
Seattle Board of American Association of University Women, Seattle, Wash.
Washington Congress of Parents & Teachers, Seattle, Wash.
Marshall College, Huntington, W. Va.
Puerto Rico Dept. of Education, San Juan, P. R.

Municipalities

City of North Little Rock, Ark.
City of Miami, Fla.
City of Boise, Ida.
City of Baltimore, Md.
City of Chattanooga, Tenn.
City of San Angelo, Tex.
Planning Board of San Antonio & Bexar County Inc., San Antonio, Tex.
City of Portsmouth, Va.

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MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING ARTS AND INDUSTRY

Television Digest

WITH AM / FM REPORTS

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May 26, 1951

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LULL BEFORE THE ALLOCATIONS STORM: TV allocations situation merely simmered this week, as everyone busily prepared oppositions to comments (Supp. 72 & 72-A), awaited FCC action on petitions questioning legality of freeze-ending procedures.

Commission opinion on "legality" question should be forthcoming soon. So far, there's no indication FCC intends to depart from present plan -- namely, fixing channel allocations in rules, these to be changed only by formal rule-making proceedings (Vol. 7:20) -- method strongly opposed by some applicants.

Question of "partial" freeze-lifting also should be answered soon. Chances for uhf station grants appear remote. Possibilities of vhf power increases, vhf grants in Territories -- in near future -- are greater. Commission action on these doesn't necessarily await filing of oppositions to comments, due June 11.

City-by-city hearing, starting July 9, shapes up as drawnout affair. Many educators, as well as commercial station operators and aspirants, will be on hand, have notified FCC of intentions to appear as witnesses. En banc hearing certainly will run for months. With Harry Plotkin out of Broadcast Bureau (see p. 5), Commission counsel during hearing may be new chief of Rules & Standards Div., Paul Dobin.

Hearing on Sen. Benton's resolution (S. Res. 127), providing Congressional study of educational and commercial TV (Vol. 7:15,19,20), will be held May 31 by Senate Interstate & Foreign Commerce Committee. Sen. Benton will be only witness.

MEANING OF ABC-PARAMOUNT MERGER: From just about every angle, ABC-Paramount merger deal looks good for the people most concerned -- and, even more important, good for the radio-listening and TV-viewing public.

There's many a legal and political slip, but an appraisal of main factors involved would seem to indicate approval won't face very tough sledding in Washington in light of facts and circumstances. This is how we size up what deal means --

(1) TO THE TV AND RADIO AUDIENCE: New operational management promises stronger competition by reason of greater financial resources and possible new talent and program reservoirs.

It must be borne in mind, though, that United Paramount is a theatre-operating concern. It owns some 600 houses, but doesn't produce pictures. It's outgrowth of split of big Paramount producing-exhibiting combine forced by anti-trust consent decree, and came into being at end of 1949. Thus, merger doesn't necessarily mean more and newer movies for TV from Hollywood -- though these are sure to come as soon as there are enough TV stations.

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(2) TO ABC STAFF, AFFILIATES AND SPONSORS: This week's deal brings end to long period of rumors, uncertainties and suspense (Vol. 7:18-20), given credence by obviously declining fortunes of ABC and not much mitigated by equivocal statements of principals involved in frequently reported deals.

"Both the AM and the TV networks will be preserved," asserts United Paramount secretary-treasurer Robert W. O'Brien, who will become executive v.p. of the

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MAY 28 1951

Radio-TV Division of the new American Broadcasting-Paramount Theatres Inc. ABC's president Robert Kintner will be president of the division.

Real operational boss will be Mr. O'Brien, a former member of Securities & Exchange Commission. New program topkick will be Robert M. Weitman, with title of v.p.; he's also a UPT director, who as manager of New York Paramount Theatre is credited with developing such stars as Frank Sinatra, Danny Kaye, Red Skelton, Tony Martin, Perry Como, and starting off such famous bands as Glenn Miller, Tommy Dorsey, Eddie Duchin, Woody Herman, Stan Kenton.

Affiliate and sponsor relationships, badly shaken, will be first "repair" job to be undertaken by new management. Station relations, particularly, have been deteriorating in recent years -- so much so that one basic affiliate, doubtless reflecting general attitude, remarked on hearing news of the merger:

"Any change will be for the better, since things can't get any worse."

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(3) TO ABC STOCKHOLDERS: Deal involves outright exchange of stock, no cash, plus sale of UPT's Chicago station WBKB, on Channel 4, to CBS for $6,000,000. In effect, ABC's 1,689,017 shares of outstanding stock (about 57% owned or controlled by chairman Edward J. Noble) is costing Paramount something less than $25,000,000 in stock -- paid for at rate of one ABC share for $7.50 in common stock of new company measured at $19 per share plus $7.20 in preferred stock measured at par (preferred dividend rate 5%).

Thus ABC stockholders get equivalent of $14.70 per share. United Paramount in 1950 earned profit of $12,141,667 ($2,144,384 in capital gains) on gross of $106,731,403, paid $2 dividend, and has paid 50¢ first quarter dividend already this year. It has upwards of $30,000,000 cash resources for investments, may as result of this deal buy fewer than limit of 650 theatres permitted under consent decree.

ABC purchase includes about $3,500,000 surplus account, but also means taking over about $5,500,000 indebtedness. ABC's earnings record has been poor in recent years (Vol. 7:13,20), and it has never paid a dividend.

* * * *

(4) TO THE TV-RADIO INDUSTRY AT LARGE: New blood, keener inter-network and inter-station competition, closer liaison between broadcast media and theatrical interests -- these can only be welcomed by all objective observers. Sometimes bitter competition between well-positioned NBC and shrewd CBS has far outstripped ABC since it was sold by NBC in 1943, under FCC "duopoly" pressure, for $8,000,000.

Paramount purchase is recognition by movie industry (as by the newspapers, somewhat belatedly, vis-a-vis radio) of necessity of "keeping pace with the times." Each has much to offer other, particularly in showmanship and commercial and technical know-how. TV is manifestly the favored child of the new parents -- but we have absolute assurance from Mr. O'Brien that there's no intention of selling AM network and/or the 5 AM stations ABC owns in same cities as TV outlets.

It can be assumed new faces will be brought into ABC operations, besides Messrs. O'Brien and Weitman -- including very likely WBKB manager John H. Mitchell, whose Chicago operation is reputedly one of the most successful in TV.

In selling WBKB, new ABC owners keep Chicago's WENR-TV on Channel 7. This is same channel occupied by ABC's 4 other TV outlets -- in New York, Detroit, Los Angeles, San Francisco -- result of successful early tests and recommendations by able chief engineer Frank Marx. WENR-TV call letters will be changed to WBKB, and old WBKB doubtless will become WBBM-TV, companion to CBS's AM station WBBM.

* * * *

(5) TO THE MOVIE INDUSTRY: Decision of big United Paramount to "join 'em if you can't lick 'em" will inevitably impel others to do same, particularly local exhibitors who may now become just as eager-beaver applicants for new post-freeze TV outlets as are the large and small radio broadcasting interests already. Combination of local radio-movie forces for costly ventures into TV may become commonplace.

Of the 107 existing TV stations, only 2 besides WBKB are owned by theatre interests: WTVJ, Miami (Wometco chain) and WKTV, Utica (Kallett). Paramount Pictures

owns KTLA, Los Angeles, retained in consent-decree splitup, would like to have more but has been stymied by FCC procedures growing out of its ownership of DuMont stock.

There's no secret, also, that FCC influences tend to oppose producer ownership of TV stations, though Chairman Coy was quick to disclaim any antagonism to exhibitor ownership after recent criticisms of "anti-trust" opinion (Vol. 7:13-15).

In connection with ABC deal, in view of new parent company's acquisition of limit of 5 TV stations, 4 old local Paramount applications still on file will have to be dropped, namely, those of United Detroit Theatres Corp., New England Theatres Inc. of Boston, Tri-States chain in Des Moines, Gulf Theatres Inc. of Tampa (see TV Factbook No. 12). United Paramount is also half-owner, with big local dept. store Maison Blanche, of AM station WSMB, New Orleans, long an NBC affiliate.

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On top of the foregoing considerations, there's inescapable fact that willingness of CBS to pay whopping $6,000,000 price for the Chicago outlet it so badly needs will have effect of skyrocketing values not only of existing stations but of those yet to be granted after the 3-year-old freeze is lifted.

Competition for post-freeze stations will become keener than ever -- it's a blue chip game now and those who once stayed out are now ruing their judgment.

FCC will probably require hearing on deal of such magnitude, biggest in all radio history. First, Paramount and ABC must take appropriate legal action -- board approvals, stockholder approvals -- and the complex legal and financial details must be arranged. This should take until July, by end of which formal applications should be ready to file with FCC. In view of importance, full FCC may hold hearing, rather than examiner, thus expediting decision by September or October.

Most likely objection would be against "bigness" -- but it's obvious that one of weaknesses of ABC, running poor third in both AM and TV, has been lack of risk capital -- and it takes big money to run TV and radio networks.

Somebody may object, too, that United Paramount will now lose interest in theatre TV, in which it has played leading role thus far -- with 5 of its theatres already equipped, 22 more installations on order. But UPT spokesman says there is no intention of abandoning theatre TV; quite the contrary, plans will go forward.

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Dominant personalities in deal, aside from ABC's Mr. Noble and director Robert Hinckley, who did the Washington spake-work (mainly contacts with FCC Chairman Coy), are United Paramount's 45-year-old president Leonard Goldenson and Mr. O'Brien. Both are lawyers. Mr. Goldenson's father owned theatres in Pennsylvania. He's a 1930 law graduate of Harvard, has been with Paramount since 1933, working his way up through the ranks. He has always taken "liberal" attitude toward TV competition, not denying it's effects but always planning to work into it somehow.

"Bob" O'Brien is described glowingly by former Washington colleagues as a brilliant, personable chap with fine record of administrative achievement. He's 46, a Montanan who rose from SEC ranks to commissionership, resigned in 1944 to join old Paramount combine as aide to president, played leading legal role in reorganization.

As a football star at Beloit College, he won this accolade from Knute Rockne after a game that didn't prove to be a setup for the Irish: "Best quarterback in the country." He was graduated from U of Chicago law school in 1933, having betimes worked as a miner in Butte, in a gold mill, on a newspaper, on a ranch, at teaching.

* * * *

In new corporate setup, 5 ABC directors go on new American Broadcasting-Paramount Theatres board of 18: Mr. Noble, holder of 901,667 shares of ABC stock, who becomes chairman of finance committee; Mr. Kintner, 7000 shares; Mr. Hinckley, no shares; v.p. Earl E. Anderson, 8500 shares; Owen D. Young, who holds title of honorary chairman, 5000 shares. Present ABC directors left out are: Mark Woods, 6500 shares, now vice chairman; C. Nicholas Priaulx, 1000 shares, v.p. & treasurer; Alger B. Chapman, attorney; Wm. Zeckendorf, realtor. Wood and Priaulx presumably will be retained in management.

United Paramount's 13 directors include Messrs. Goldenson, O'Brien and

Weitman plus: John A. Coleman, of Adler Coleman & Co., brokers; E. Chester Gersten, president, Public National Bank & Trust Co. of New York; Wm. T. Kilborn, president, Flannery Mfg. Co., Pittsburgh (railroad & automotive parts); Walter P. Marshall, president, Western Union; Robert B. Wilby, president, North Carolina Theatres Inc. and Alabama Theatres Inc., subsidiaries; John Balaban, president, Balaban & Katz, subsidiary; A.H. Blank, president, Tri-States Theatre Corp., subsidiary; Herbert Schwartz, president, City Stores Inc.; Charles T. Fisher Jr., president, National Bank of Detroit; Herbert L. Huffines Jr., president, Burlington Mills Corp.

ARE COMMUNITY ANTENNAS A 'SLEEPER'? Future of community antennas (Vol. 7:2,7,11) is provoking a lot of hot speculation -- both bullish and bearish -- but there's no denying fact such installations are today bringing TV to communities which would otherwise get little or no service.

This week, we traveled to Pottsville, Pa., 75 miles northwest of Philadelphia, took a close look at system installed by local Trans-Video Corp. and RCA Service Co. Trans-Video has sunk $100,000 into it, plans more, doesn't at all feel it's out on limb on this basic question:

When freeze is over, new stations built, will customers drop service in favor of "free" TV?

* * * *

Here's the Pottsville setup: Trans-Video is local group headed by Martin F. Malarkey Jr., whose family owns music-appliance store, sells RCA and Stromberg-Carlson sets. It has 11 employes who have installed equipment purchased from RCA. Latter supervised installation, will service system, equipment being adaptation of RCA's apartment-hotel distribution system called Antenaplex.

Some 300 homes have been equipped, more being tied in daily. Enough cable has been strung to supply 1500 homes. Population is 24,500 (6700 families) and present target is 2000 installations. Ultimate plan is to make service available to every home within city itself.

Company estimates additional $100,000 will cover whole city. Subscribers pay $135 for installation, $3.75 monthly. Rates were established almost arbitrarily, says Malarkey, but "we hit it right on the nose."

* * * *

Technically, system is simple. Fortunately, 1390-ft. Sharp Mt. is very close by. Signals from 100-ft. antenna are currently piped 2-3 miles, but can be boosted along another 2-3, maybe more. Amplifiers every 2000-2500 ft. kick signals along RG/11U main cable, signals going into homes via RG/59U. Wire is strung along electric and phone poles which are rented for $1.50-per-year-per-pole. Some 1500 poles will supply 3000 homes.

Channel 6 signals from Philadelphia are converted to Channel 5, Channel 3 to 2 -- to reduce line-loss, minimize oscillator radiation problems. Channel 10 service, now being installed, will be converted to Channel 4. When uhf signals become available, they'll be converted to vhf, eliminating need for set converters.

Signal strength of Channels 6 and 3, at Sharp Mt., is about 1000-1500 uv/m; Channel 10 is about 400-500 uv/m.

Quality of picture is good -- comparable with average TV city pictures. In contrast, direct signals we saw in Necho Allen Hotel and a private home were poor, Channel 10 completely useless. Average city viewer, spoiled by decent reception, wouldn't watch them a minute. But Pottsville folk, like others in fringe areas, gaze at them for hours. These private signals are captured by considerable arrays, boosters, rotators, etc. -- costing up to $500, averaging $200.

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Future of service doesn't seem to worry young Malarkey, who really bubbles with enthusiasm and energy. Here's how he figures it:

Philadelphia isn't likely ever to throw really good signals into Pottsville. Town itself probably can't support TV station, though it has 2 AMs. In any event, he can't visualize support for more than one, which must be uhf. Nearest larger

town is Reading, 25-odd miles away, which may be able to handle 1 or 2 stations, also ticketed to be uhf-only.

This competition, Malarkey predicts, won't wean many away from trouble-free "piped" service. What's more, he says, expansion of service will permit reduction of rates, down to "nominal" sum of $1.75 or less monthly.

"We're not out to make a million bucks," declares Malarkey. How about State or Federal regulation, setting rates, quality of service, etc.? "Fine," he says; actually, he appears to welcome regulation, feeling it will guarantee a profit, protect company from unreasonable demands for service.

System creates market for sets, naturally, but Malarkey says his store has made only about 25% of sales, other dealers in town quite happy with situation.

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Where do systems go from here? RCA is proceeding very conservatively, leaving it up to local distributors and entrepreneurs to take initiative, balancing "quick" service against threat of future "free" service from stations.

Many other ideas have been sparked by success of community antennas. For example, local AM station operator may consider TV station uneconomic, ask to feed community system with camera chain -- a super closed-circuit. Theatres are greatly interested, may seek special-event exclusives for their houses. Subscription service, a la Phonevision or Subscriber-Vision, may find an angle.

In big cities, single neighborhood antenna may provide everyone with best possible signal, eliminate forest of antennas.

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Of other companies in the field, Jerrold Electronics is most active. It reports that Maine's former governor Sumner Sewell heads $500,000 company with 20 towns lined up; that Western TV Inc., Ogden, Utah (Dean Buchanan, president) is capitalized at $250,000, intends to feed number of towns; that Perfect TV Inc., Harrisburg, Pa., plans 10,000-home hookup there; that following towns have systems under construction or about to begin: Tamaqua, Lock Haven, Harmarville and Coalsdale, Pa.; Corning (WCLI), Watertown and Dansville, N.Y.; Kingsport and Johnson City, Tenn.; Carmel and Monterey, Cal.

News of other towns, planning or building, keeps popping up: Portland, N.Y.; Frankfort, Ky.; Bethlehem, Pa.; Claremont, N.H.; Bath, Me.

Jerrold's first installation, Panther Valley TV Co.'s in Lansford, Pa. (Vol. 7:2) has run into competition, new outfit from Philadelphia reported to have moved in. Other companies reported entering community field are Industrial Television Inc., Television Equipment Co., probably more.

Outlook for materials, cable primarily, doesn't seem too bad. Systems don't come under NPA's Controlled Materials Plan, will have to scramble for what they need. But companies concerned say they're optimistic, feel they'll make out.

COY REAPPOINTED, TOP STAFF NAMED: Continued tenure for FCC chairman Wayne Coy, halt to speculation about new jobs awaiting him, seems assured in view of reappointment this week. President sent name to Senate, and key Senators have declared themselves for him -- though he may face some sharp questions during hearing before Interstate & Foreign Commerce Committee set for May 29. But he's virtually in.

"I'm all for his reappointment," said committee's powerful chairman, Sen. Johnson (D-Colo.), echoed by committee's ranking Democrat Sen. McFarland (D-Ariz.) who is also Senate majority leader and by Sen. Tobey (R-N.H.), ranking Republican.

Term is 7 years from June 30, but it's anybody's guess how long he will stay, what with presidential election next year, physical strain of job, etc. Main reasons for his desire to stay on right now, undoubtedly, are color and freeze-end.

He's hell-bent to put across CBS color system, to justify FCC decision. If Supreme Court upholds FCC, chances are he'll be able to muster majority behind quick order to require field-sequential colorcasts. And there's little question he'd like to see TV allocations finalized substantially as FCC proposes (Vol. 7:12).

Highest court's color decision could come May 28, June 4, even June 11, and

it's now virtually certain Court won't adjourn for summer before June 4 at earliest.

Coy suffered blow when colleagues, 5-2, turned thumbs down on his right-hand man Harry Plotkin for chief of new Broadcast Bureau and instead chose chief engineer Curtis Plummer. But longer Coy stays, better are chances that the controversial Mr. Plotkin's star will rise again. He now becomes asst. general counsel in office of general counsel Benedict Cottone, says he didn't want any Broadcast Bureau job.

Key division chiefs in Bureau were announced this week: Joseph Kittner, ex-asst. to Cottone, asst. chief; Cyril Braum, ex-TV engineering chief, head of TV Facilities Div.; James Barr, ex-AM-FM engineering chief, Aural Facilities (AM-FM); Paul Dobin, ex-asst. to Comr. Jones, Rules & Standards; Dwight Doty, ex-AM legal chief, Renewals & Transfers; Fred Ford, ex-trial atty., Hearings. Jobs pay $10,000.

New chief engineer to replace Plummer hasn't been named, but it looks like C.W. (Walt) Loeber is the man. He's old-time FCC engineer, ex-chief of Common Carrier Div. radio branch, who recently was State Dept. telecommunications attache for Europe, stationed in Geneva. Still a possibility, however, is choice of Edward Allen, now chief of Technical Information Division.

MORE LATIN American TV stations ordered and going up: Buenos Aires' and Argentina's first will be Channel 7 outlet, equipment ordered by Yankelevitch broadcasting interests from International Standard Electric (IT&T), with Federal Radio providing transmitter, Capehart-Farnsworth delivering initial quota of more than 10,000 receivers. International Standard Electric also is supplying Channel 5 job for Radio Televisao Paulista, Sao Paulo, Brazil, second in city, with Federal transmitter, DuMont mobile unit, cameras, studio equipment.

Matamoros, Mexico, just across Rio Grande from Brownsville, Tex., will get TV station this year if plans of Compania Mexicana de Television go through; sparked by W. B. Miller, ex-KEYL, San Antonio, company has CP for Channel 7, has ordered DuMont equipment. And when Emilio Azcarraga's new Televicentro in Mexico City is ready for Sept. 18 inauguration (Vol. 7:16), XEW-TV on Channel 2 will go into fulltime operation (now carrying baseball only twice weekly); later he plans to operate XEQ-TV on Channel 9 as basic sports outlet, DuMont transmitter already delivered.

Havana report states Union Radio (Gaspar Pumarejo), whose CMUR-TV was first to be established there, has bond issue out for $2,000,000 expansion embracing microwave-linked network of 6 more outlets in Pinar del Rio, La Habana, Matanzas, Las Villas, Camaguey, Oriente. Equipment order hasn't been announced yet. Goar Mestre's CMQ-TV is expected to announce similar expansion designed to cover island. Caribbean Television Co., Storer-financed, is reported to have abandoned plans for new station on Channel 7 in Havana (Vol. 7:9, 17).

Spain's Radiodiffusion Nacional has purchased complete TV installation from Philips of Eindhoven, to operate on 625 lines, 50 fields.

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"Except for certain exceptional programs, the public does not like TV." Statement is by 20th Century-Fox executive Darryl F. Zanuck in double-page ad in May 21 *Daily Variety*, of Hollywood, devoted mainly to subject of executive salary cuts by Skouras company. Zanuck goes on: "Up until now it [TV] has proven a poor substitute for motion pictures. Nevertheless, thousands upon thousands of American families have purchased their sets on the installment plan and while most of them have been disillusioned by the quality of the entertainment they have seen on TV screen, they are, nevertheless, committed to pay for the sets and they economize by elimination of certain other luxuries. We, unfortunately, bear the brunt of this onslaught."

REQUEST to set up Phonevision as regular, commercial TV service is due to go to FCC within few weeks, or as soon as U of Chicago National Opinion Research Council completes analysis of recently completed 90-day Zenith test with 300 Chicago families (Vol. 7:14). Also due in next few weeks is request from Skiatron Corp. for public test in New York for its coded-card "Subscriber-Vision" system of fee-TV (Vol. 7:11-12). Zenith's E. F. McDonald this week released preliminary analysis of Phonevision tests, showing:

(1) "Take" for 90 days was $6750, or $22.50 per family, or $1.73 per family per week. (2) Average "attendance" first month was 2.1 movies per week per family, second month 1.5, third month 1.6. This is 3½ times greater than 0.47 times per week average family goes to movies, McDonald estimated. (3) Audience of individual pictures ranged from low of 8% to high of 60% *(Welcome Stranger)* of 300 test families. (4) Average of 4 out of 5 test families said they had not previously seen pictures in theatres, 9 out of 10 said they'd rather see movies in home.

Projecting estimates to 10,000,000 Phonevision-equipped TV sets, Comdr. McDonald came up with these potential earnings: Average net return per picture based on average attendance during test period, $1,250,000. For 10 most popular pictures, this would be $2,983,000; for 10 least popular, $600,000.

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Hopes of moviemen for substantial income from post-theatre-run feature films rented to TV were dashed considerably by producer Robert L. Lippert, who recently signed 5% royalty deal with AFM for use of his old films on TV (Vol. 7:17). There aren't enough TV stations using old features to make market exciting, Lippert declared on recent return to Hollywood from swing around country. He said he found only 16 out of present 107 stations using old feature films to any marked degree; remainder are all tied up with live shows, network feeds, kines.

Production charges for one-minute TV commercial begin with basic charges of $500 per day—and that doesn't include performers' fees or studio's overhead and profit. According to survey by Chicago advertising agency Henri, Hurst & McDonald, here's how that figure breaks down: production crew, $250; sets, $100; film director, $50; film stock, $50; editing, $50. In brief discussion, agency makes point that advertisers are willing to "spend $500 for single good photograph without a qualm. Why expect to spend less for 1440 photographs, the number required for just a single minute film?"

Network TV-Radio Billings

April 1951 and January-April 1951

NETWORK TV time billings in April, totaling $9,089,454 (not including non-reporting DuMont), went up only a few thousand dollars from the $9,085,403 in March (Vol. 7:17)—NBC accounting for enough increase to offset dips by ABC and CBS. Most significant, NBC's network TV time billings of $4,758,309 are now within about $140,000 of its AM network time billings. April TV figures for the 3 reporting networks are more than 3½ times those of April 1950, brought cumulative for first 4 months of this year to $34,198,545 vs. $8,193,058 for same 1950 period.

On the AM side, all but MBS dropped somewhat below March (Vol. 7:17), aggregate network radio billings for April being $15,921,908 vs. $16,440,387 in March and $15,908,806 in April 1950. Cumulative for January-April period was $64,054,755, down more than $1,000,000 from the $65,217,563 for same 1950 period. The PIB figures:

NETWORK TELEVISION

	April 1951	April 1950	Jan.-Apr. 1951	Jan.-Apr. 1950
NBC	$ 4,758,309	$ 1,147,698	$17,548,954	$ 4,343,280
CBS	2,913,956	873,343	11,109,362	2,696,799
ABC	1,417,189	372,022	5,540,229	1,152,979
Total	$ 9,089,454	$ 2,393,063	$34,198,545	$ 8,193,058

NETWORK RADIO

CBS	$ 6,509,147	$ 6,054,738	$26,297,709	$23,904,827
NBC	4,897,882	5,284,013	19,931,091	22,069,954
ABC	2,975,078	3,123,603	11,668,556	13,310,356
MBS	1,539,801	1,441,452	6,157,399	5,932,426
Total	$15,921,908	$15,908,806	$64,054,755	$65,217,563

Personal Notes: Edward S. Friendly Jr. named ABC-TV Eastern sales mgr., succeeding Slocum Chapin, promoted to TV stations v.p. . . . Charles T. Ayres appointed ABC radio sales v.p. . . . Harvey J. Richardson, ex-NBC and Standard Radio, named sales mgr. of new studio and recording services div., Capitol Records, Inc., Hollywood, set up for custom recording of AM, TV and other commercials . . . Howard G. Barnes, TV-radio v.p. of Dorland Inc., resigns to set up own film production service, 40 E. 49th St., N. Y. . . . Robert Foreman, BBDO v.p. in charge of TV radio copy, placed in charge of TV dept. . . . Nathan P. Colwell, ex-Treasury savings bond drive TV-radio chief, named TV-radio-film director, Office of Price Stabilization . . . William Binzen Jr., ex-Foote, Cone & Belding, named TV art director, Hewitt, Ogilvy, Benson & Mather . . . Howard Anderson named film director, WFAA-TV, Dallas. . . . Robert F. Jamieson, ex-DuMont, appointed mgr. of CBS-TV network sales service, Thomas P. Maguire handling radio—CBS sales service dept. having been split into 2 divisions . . . Guy Cunningham, ex-WEEI, Boston, named CBS sales presentation director . . . Dr. Roy K. Marshall, who conducted *The Nature of Things* on NBC-TV, has resigned from U of North Carolina faculty to become education director of WFIL & WFIL-TV, Philadelphia, succeeding Dr. Armand Hunter, who goes to Michigan State U . . . Richard W. Hubbell has closed down Hubbell Television Inc., is now transcription service director for Voice of America, also heading section to explore possibilities of TV in international field.

Importance of women in sales and how to use TV to capture their attention, is subject of *Sure-Fire Sales Formula: Women Selling Women—Through TV*, brochure put out by Edward Petry & Co., station reps. Presentation lists 46 national advertisers using local women's TV, logs 3507 minutes of homemaking shows on New York's 7 stations week of Jan. 4, 1951.

Station Accounts: Total of 5093 TV advertisers, of whom 233 were network and 1103 spot, remainder local-retail, are reported for March in April edition of *Rorabaugh Report*—increase of 7.4% over February, 79.2% over March 1950. *Rorabaugh Report* lists all the network and spot advertisers, as reported by 99 of the 107 existing stations . . . American Vitamin Associates Inc. (Thyavals & Orvita), big buyer of baseball time in Chicago (Vol. 7:13), purchases 19 hours weekly on WLWT, Cincinnati, biggest TV package sale yet in area, thru Counsellor Adv. Agency, Los Angeles . . . Fort Pitt Brewing Co. sponsoring 7 Sat. Cleveland Indians games and Chevrolet, RCA, GE dealers dividing 9 Sun. games, piped to WJAC-TV, Johnstown . . . GE and local dealers sponsoring first telecasts of Salt Lake City Bees on KDYL-TV, thru Gillham Agency . . . Fred W. Amend Co. (Chuckles candy), sponsoring *Buster Crabbe Show* on WOR-TV, New York, Mon.-Wed.-Fri. 5-5:30, thru Henri, Hurst & McDonald, Chicago; Schneider Beverages sponsoring on Thu.; Chuckles sponsoring special 2-hour rodeo from Tarzan-movie star's Jersey ranch on WOR-TV May 30 . . . Toni Co. to use TV in new drive to promote its White Rain soapless shampoo . . . Detroit Edison Co. sponsoring *The Detroit Story* for 10 Sundays, 3:30-4, on WWJ-TV, each episode depicting 25-year period in city's history . . . Douglas Aircraft Co. buying 13 Sun. 11:30 a.m.-12:30 p.m. periods on KECA-TV, Los Angeles, for institutional programs stressing employment opportunities, thru Charles Stahl, Los Angeles . . . Fox Wisconsin Theatres buys weekly 5-min. newscast on WTMJ-TV, Milwaukee . . . Among other advertisers reported using or preparing to use TV: Pleasant Valley Wine Co. (Great Western champagne & wines), thru Charles L. Rumrill & Co. Inc., Rochester; Green Spot Inc. (orange beverage), thru Beaumont & Hohman, Los Angeles; Sweets Co. of America (Tootsie Rolls), thru Moselle & Eisen, N. Y.; E. J. Brach & Sons (candy), thru Arthur Meyerhoff & Co., Chicago (formerly handled by J. Walter Thompson Co.); Ethyl Corp. (anti-knock fluid), thru BBDO, N. Y. (WTMJ-TV); Club Aluminum Products Co. (aluminum & glass cookware), thru Leo Burnett Co., Chicago (WTMJ-TV); Berkline Corp. (Berk-Lock chairs), thru Hammer Co., Hartford; Page-Barker Distributors (British hair lotion), thru Howard J. Ryan & Son, Seattle.

Network Accounts: Ronson Art Metal Works Inc. (Ronson lighters), starting July 29, sponsors *Star of the Family* on CBS-TV, Sun. 6:30-7, thru Grey Adv., N. Y., taking time vacated by Nestle's *Mr. I. Magination*, which moves to Sat. morning sustaining; Peter Lind Hayes and Mary Healy take place of Morton Downey . . . Ralston Purina Co. (cereal) starting June 9, sponsors *Space Patrol* on film on 33 ABC-TV stations (27 interconnected, 6 spotted), Sat. 6-6:30, thru Gardner Adv., St. Louis; Ralston also sponsors *Your Pet Parade* on ABC-TV, Sun. 4:30-5 . . . Lehn & Fink (Lysol, Hinds) reported buying whole *Doodles Weaver Show*, which starts June 9 on NBC-TV, Sat. 10-10:30; last week Lehn & Fink bought 10-10:15 portion thru Lennen & Mitchell and McCann-Erickson, both N. Y. . . . Schlitz moving *Pulitzer Prize Playhouse* from ABC-TV Fri. 9-10 to same Fri. time on CBS-TV on weekly basis if Ford drops *Ford Theatre* at end of current run next month . . . Seiberling Rubber Co. (tires) reportedly will sponsor *The Amazing Mr. Malone* on ABC-TV, Mon. 8-8:30, thru Meldrum & Fewsmith Inc., Cleveland; no starting date set . . . Esso Standard Oil Co. replacing *Alan Young Show* on CBS-TV Thu. 9-9:30 during July and August with news series . . . Bymart Inc. (Tintair) moving *Sam Levenson Show* on CBS-TV from Sat. 7-7:30 to Tue. 9-9:30 starting in fall . . . Eversharp Inc. (writing & shaving instruments), starting May 5, bought 8:15-8:30 portion of *Jack Carter Show* on NBC-TV, Sat. 8-9, thru Biow.

Financial & Trade Notes: General Instrument Corp. sales for fiscal year ended Feb. 28, 1951 were highest in its history, totaling $25,850,231 compared with $13,634,582 the preceding year. Net income before taxes was $2,639,-099, after taxes $1,229,099 ($2.52 per share), compared with net loss after tax credits for preceding year of $107,-184 (22¢). Net working capital was $4,578,923 at end of fiscal year, earned surplus $3,048,935, inventories $2,752,-765. Notice of June 11 stockholders meeting discloses chairman Abraham Blumenkrantz's salary as $54,000; Richard E. Laux, president-treas., $48,000; Monte Cohen, director and president of subsidiary F. W. Sickles Co., $36,000 plus $12,000 bonus. Of 608,573 shares of common stock outstanding, Mr. Blumenkrantz's holdings were 12,000 shares, Mr. Laux 1600, Mr. Cohen 718.

DuMont earnings statement for first 12 weeks of 1951 ended March 25 reflects general sales up, profits down pattern. Sales for period were $18,851,000, compared with $15,113,000 same 1950 period. Net profit after taxes totaled $1,022,000 (42¢ per common share on 2,361,054 outstanding), compared with $1,967,000 (92¢ on 2,101,597 outstanding) same 1950 period. Increased costs, wages and taxes brought net down, Dr. DuMont said. Special meeting of stockholders has been called for June 29 for election of officers and 5 directors—Dr. DuMont, Bruce T. DuMont, Leonard F. Cramer, Thomas T. Goldsmith Jr., David Van Alstyne Jr. Proxy statement discloses top officers' 1950 salaries and stockholdings as follows: Dr. DuMont, president, $51,500 salary plus $312,839 bonus (holds 56,500 Class A, 2000 Class B shares); Mr. Cramer, v.p., $35,438 & $8461 (no stock); Dr. Goldsmith, $21,130 & $5228 (1900 Class A plus 1200 owned beneficially with Mrs. Goldsmith).

Hallicrafters reports profit of $1,781,000 before Federal taxes for 6 months ended Feb. 28, compared with $682,809 for same 1950 period and $1,877,905 for fiscal year ended Aug. 31, 1950. Net profit after taxes for 6-month period amounted to $677,000, equal to 81¢ per share on 825,000 shares outstanding vs. $423,342, or 63¢ on 675,000 shares year before. Net sales for the 6 months were $23,778,000, compared with $10,982,000 for same period year ago. Backlog of military orders, president W. J. Halligan reported to stockholders, "is now approximately equivalent to our total sales for the fiscal year ended Aug. 31, 1950, which were $28,513,000. We expect that about 70% of this will be completed during the balance of this calendar year."

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Television-Electronics Fund Inc. reports net assets at new quarterly high of $12.97 per share, total net assets of $6,480,209, as of April 30, up from $12.74 ($6,125,746) 3 months earlier (Vol. 7:13). Accent now is on companies concerned primarily with other aspects of electronics than TV, said president Chester D. Tripp, in report detailing portfolio of holdings (available on request from company's office, 135 S. LaSalle, Chicago).

Erie Resistor Corp. has registered with SEC for public sale 84,000 shares of its $5 par common stock, of which proceeds from 19,593 shares will be used for working capital. Remaining 64,407 shares come from listed stockholders, including holdings of G. H. Fryling, one of firm's founders and father of president G. R. Fryling and v.p. W. H. Fryling.

Webster-Chicago's first quarter profits were $234,907, or 52¢ a share, on sales of $5,406,200 vs. $306,177 (68¢) on $3,708,808 same period last year.

Arvin Industries Inc. reports net income for first quarter of $823,866, or 92¢ a share, against $718,496 (80¢) same 1950 quarter.

Philco stockholders meeting last week, in addition to hearing report on record first quarter sales and earnings (Vol. 7:19), was told by president Wm. Balderston that defense orders are now running at annual rate of $25-30,-000,000 and should reach $60,000,000 by year-end; that if govt. options on contracts are exercised by 1952 defense production could mount to $100-150,000,000 on annual basis; that backlog of govt. orders is now $100,000,000. There has been some cessation of buying of hard goods by dealers who had previously been over-buying, he said, but "our dealers are in much better shape than competitors" and "our inventory position from a competitive standpoint is good." All plant expansions, he said, fit into company's long-range civilian program. He also thought that 1951 will be "a pretty satisfactory year from the standpoint of our stockholders."

IT&T subsidiaries, notably Capehart-Farnsworth and Federal, have backlog of $160,000,000 in orders, of which 85% are defense orders, Col. Sosthenes Behn told this week's stockholders meeting in Baltimore. He reported TV installation sold to Argentina, also 11,038 Capehart TV sets shipped to Cuba and Mexico, in citing growth of TV in Latin America. IT&T earnings were estimated at $4,000,000 for first quarter 1951, or nearly double amount for same 1950 period.

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Westinghouse first quarter sales reached new high of $290,407,895 vs. $223,933,898 first quarter 1950, leading president Gwilym Price to tell stockholders meeting April 18 that company is aiming for higher than the $1,019,-923,051 billings achieved for all 1950. On other hand, *Wall Street Journal* said May 14 that "Westinghouse is not expected by brokers to be able to duplicate its 1950 net of $5.36 a share this year." Net income for quarter was $16,692,898, equal to $1.05 a share on 15,376,674 shares outstanding March 1. In same quarter 1950, net income was $11,890,377, or 87¢ a share on 13,144,519. Federal taxes for quarter were $26,668,550 vs. $7,860,533 same 1950 quarter. Mr. Price pointed out that higher Federal income taxes and the excess profits tax mean Westinghouse can now use only about 38¢ per dollar of profit to carry on business and pay dividends. First quarter results, however, indicate increased volume may enable company to approach 1950 earnings, he said. About 25% of company's business, 30% of backlog, consists of defense orders.

Reeves-Ely Laboratories reports net income of $761,-133, or $1.02 per common share, on sales of $14,402,454 in 1950, as against net income of $731,419 (95¢) on $10,078,-439 in 1949.

Globe-Union Inc. reports net profit of $535,719, or 80¢ per share on 670,000 common shares, on sales of 11,806,034 first quarter 1951. This compares with $630,000 (86¢) on $7,200,389 for same 1950 period.

American Phenolic Corp. first quarter sales were $4,-947,785, profit $208,532, compared with $2,765,366 sales and $224,906 profit same period 1950. Federal taxes were $345,000 as against $155,000 same period last year.

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Dividends: Sylvania, 50¢ on common, $1 on $4 pfd., both payable July 7 to holders of record June 20; Philco, 40¢ payable June 12 to holders June 4, and quarterly 93¾¢ on pfd., payable July 1 to holders June 15; Bendix Aviation, 75¢ payable June 30 to holders June 9; Webster-Chicago, 25¢ payable June 18 to holders June 8; Sparks-Withington pfd., $1.50 payable June 15 to holders June 5; Wells-Gardner, 15¢ payable June 15 to holders June 4; Stewart-Warner, 35¢ payable July 7 to holders June 15; Stromberg-Carlson, 50¢ quarterly on pfd., payable July 1 to holders June 9.

Television Digest WITH AM-FM REPORTS
19 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
May 26, 1951

SOME BULLISH ESTIMATES OF THE FUTURE: Plenty of repair parts, good level of TV-radio production -- that's the encouraging forecast for mobilization period by 2 industry leaders with plenty of savvy about the Washington regulatory scene.

Essentiality of industry is now thoroughly recognized in Washington, RTMA chairman Robert Sprague (Sprague Electric Co.) and Parts Mobilization Committee chairman A.D. Plamondon (Indiana Steel Products Co.) emphasized in talks to parts distributors May 21 at Radio Parts & Electronics Equipment Show in Chicago's Stevens Hotel.

Priorities for replacement parts will be guaranteed by NPA under Controlled Materials Plan, both speakers agreed. Plamondon saw relatively high production of new sets during third quarter, but diminishing output toward end of year. Next year, he predicted, production should increase with expansion of material output.

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Electronics will be $4.5 billion industry, in combined military and civilian production, by end of 1952, Sprague said -- equivalent to about $3.25 billion in terms of civilian production. This would leave, after military production, an "ample capacity for the continuing production of a large number of radio and TV sets and commercial electronic equipment and...replacement parts."

Military electronic production should reach peak annual $2.5 billion rate in fall of 1952, then decline to $1.5 billion rate, Sprague estimates. "Actually," said the RTMA chairman, "it probably will not absorb more than half of the industry's facilities, even at its peak."

Sprague is bullish about prospects for sales as well as production of TV-radio during coming years. He predicts sale of 5-6,000,000 TVs in 1951, with the annual growth of industry continuing in near-future years "at somewhere near the spectacular rate which has recently occurred." By the end of this year, he foresees total of 95,000,000 radios, 16,000,000 TVs in hands of public.

There's no real slump in TV sales, Sprague said -- adding, rather candidly, that manufacturers have overloaded dealers out of all proportion to seasonal patterns. He said his "guess, based on statistics" is that "sales of TV at the dealer level are at about the same rate as this time last year."

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Parts distributors' sales have paralleled TV boom, he said, increasing about 15% in 1950 over 1949, then zooming 75% in first quarter 1951. He told distributors they can look forward to constantly increasing business volume, because:

(1) TV sets have many more parts than radio, about 4 times as many tubes -- which means 1950's spectacular TV production increased replacement market to equivalent of 132,000,000 radios, a 50% jump in potential demand for tubes, resistors, capacitors and other components in one year.

(2) Setting up of 1,500,000 new families a year, plus desire for second and third sets by established families, should give parts market healthy boost.

(3) New TV areas will open new opportunities in parts business. Taking an optimistic view of rapidity with which new stations will be authorized and built, Sprague said: "It is estimated that we will have a nation-wide system of TV broadcasting in the not too distant future, with eventually about 2000 stations."

* * * *

Conservation miracles of the past were hailed by both Sprague and Plamondon, but they saw far greater tasks ahead, and Sprague cited these figures:

Tungsten, which looms as most critical material, is now being doled to manufacturers at rate of 30% of amount used during first-half 1950 base period. But shortage hasn't been felt yet by tube industry, with plenty of the metal still in

pipelines. U.S. is producing tungsten at rate of 4,500,000 lbs. a year, using it at rate of 13,000,000, with foreign sources dried up for time being.

Nickel, used by tube industry at rate of 283,000 lbs. a month in 1950, is being handed out on scale of 200,000 lbs. in May, 180,000 lbs. in June.

Cobalt is allocated to TV-radio industry at rate of 30,000 lbs. monthly, compared to 125,000 lbs. a month during base period.

Individual appeals to NPA, Sprague said, have been responsible for much more electronic production than most people in the industry realize. He advised all manufacturers with genuine hardship cases to file appeals. NPA comes through, he said, wherever manufacturer has plenty of facts to back his case.

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Third May week's output (week ending May 18) was 93,681 TVs (7399 private brand), well up from second week's 82,224 and first week's 66,077 (Vol. 7:19-20). Factory inventories jumped again, however, totaling 562,138 as of May 18 vs. 505,842 preceding week. RTMA also issued revised April output figure, showing 469,157 TVs, bringing total for first 4 months of this year to 2,668,826 -- and indicating figure for first 5 months will be somewhat less than 3,000,000.

Radios jumped during week ending May 18, totaling 387,163 (214,110 private label), as compared with 330,228 and 298,149 the 2 preceding weeks. Factory inventories of radios were 281,432 units. April revised radio output figure was given as 1,337,042, making total for first 4 months 5,680,642. Breakdown of radio output week ending May 18: home radios 163,150; auto 182,923, portables 41,090.

Topics & Trends of TV Trade: Rash of auction sales, following example of Monarch Saphin's much publicized event in New York (Vol. 7:20), has manufacturers-wholesalers working hard to keep gimmick from spreading, on grounds that it's basically bad for business. They succeeded in getting 2 called off in Baltimore, but were unsuccessful in 3 other instances: In Brooklyn, Mayfair Outfitting Co., Queens County cooperative, May 24 started $2,500,000 sale amidst heckling from trade representatives. By second day business was so poor, company attorney Gerard L. Nierenberg admitted Mayfair was suffering "tremendous losses." In Boston, International Sales Co. put on $150,000 sale. In Akron, effort to auction $100,000 worth of TV sets reportedly flopped.

Other auctions scheduled are Philadelphia, June 4-7, by Richards Auction Co., claiming 4000 TV sets for sale; Keyport, N. J., May 30, by "Two Guys from Harrison," $500,000 worth of TV and appliances; Bronx, N. Y., May 28, by Lippin Appliance Co.

In New York, the Metropolitan Appliance Radio & TV Assn. filed formal complaint with license commissioner that Monarch Saphin auctioneers misrepresented dealers' costs. At May 24 hearing, Albert Saphin refused to tell how much he paid for his merchandise, although he admitted he "broke even" on $170 price for 17-in. Admiral table model which lists for $279.95 to public, $218.06 to dealer. Hearing was adjourned to June 6.

Saphin had fought back with newspaper ads May 21 which stated: "Since the start of this sale, all Monarch Saphin stores have been enjoying a tremendous spurt in business. On June 1, I'm starting to enlarge my New York store . . . "

Saphin blamed Regulation W and higher set prices for heavy inventory, put out press statement saying that before Regulation W he sold 80% of his sets on time, now only 10%.

One of bitterest complainants against Monarch Saphin auction was Philadelphia dealer and NARDA president Mort Farr, who called it "ugliest example of economic cowardice ever to deface our industry . . . It has depreciated TV stocks all over the country."

Seven column ad in May 25 *New York Times* and *Herald Tribune* by RCA distributor Bruno-New York was headlined "Caveat Emptor" (Let the Buyer Beware), made these points about "influx of alleged auctions": (1) Will you receive the merchandise in a factory sealed carton? (2) Are you buying from a reliable company? (3) Does it have the manufacturer's serial number? (4) If you purchase a service contract, does the auctioneer assume the responsibility of your receiving service? (5) How can you check on the value of the merchandise offered? Ad has bottom line slogan: "Make Your Dollars Count . . . Get All You Pay For!"

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Supreme Court's May 21 decision against fair-trading, indicating manufacturer must have signed contract with all his dealers to protect fair trade prices in 45 States which allow practice, apparently has knocked such pricing arrangements of TV-radio manufacturers out the window. Although mainly honored in the breach, especially during such "overload" periods as now, some manufacturers (notably DuMont and Magnavox) did maintain some semblance of national price standards under fair trade laws and threats of discontinuing franchises.

Those who want fair trade structures maintained are hoping Congress will pass new legislation plugging loopholes found by highest court. In TV-radio trade, it's said to be impossibility to get every dealer to sign pricing contracts—too many non-franchised dealers would get branded, fair-traded merchandise through trans-shipments, etc. Actually, TV-radio isn't as hard hit as liquor, drug, cosmetics industries, etc.

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What's next in tube sizes? Corning Glass thinks it's 27-in. (diagonal), all-glass of course, and has rectangular model under development but not yet completed or ready to offer to customers. It's same as early model shown at March IRE convention. Corning claims stepup to 27-in. is logical follow-up to 20 & 21-in., improves on 24-in rounds (offered only by GE and Stromberg-Carlson) because there is no wasted space due to truncated circular tube face. Corning has no plans as yet for still larger sizes, such as tube competitive with DuMont's 30-in. metal-coned round.

REGULATION W took lambasting before Senate Banking Committee this week from ex-Senate majority leader Scott Lucas, of Illinois, representing American Finance Conference, group of automobile manufacturers, and from CIO secretary-treasurer James B. Carey, who is also president of IUE. Robert C. Tait, Stromberg-Carlson president, will appear before House Banking & Currency Committee May 29 on behalf of RTMA to testify on effects of Regulation W on TV sales; and before Senate Banking Committee on June 5 on same subject.

Lucas said Congress never intended it to be applied so forcefully. Carey asked for 90-day relaxation of Regulation W to permit TV-radio inventories to be cleared out, said 30,000 workers are unemployed because of slump in sales caused by tightened credit controls. Carey thought Federal Reserve Board should permit trade-ins to be applied to down payments—same tack taken by RTMA, whose formal plea to FRB was rejected (Vol. 7:19). He also charged military with stockpiling critical materials which won't be used for long time, alleged "paper organizations" are being set up to get electronics contracts while established TV-radio firms are being by-passed.

More flexibility in application of Regulation W was proposed by Indiana U marketing professor Albert Haring this week to National Consumer Credit Conference at Lehigh U, Bethlehem, Pa. He suggested several alternatives ranging from heavy down payment and long period to pay to no down payment and short repayment period, leaving choice to customer. Opposing relaxation of credit was Philadelphia Federal Reserve Bank credit chief David C. Melnicoff, who saw present trade slump as temporary.

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Sales slump will be short-lived, predicts Commerce Dept's May *Survey of Current Business*. "Within a short time," it notes, "restrictions on production will make supply the principal limitation on retail sales of durables"—with "pronounced effect" being felt in some lines by mid-year. But report warns that after rearmament effort has passed peak, new sales slowdown can be expected. "When increased productive capacity permits a greater supply of consumer durables," it says, "sales in relation to income may well be somewhat lower than in the past 2 years."

Survey gives these reasons for current slackening of retail sales: (a) War-inspired buying waves of June and late 1950 were "necessarily of short duration." (b) Imposition of price control eased consumers' fears of drastic increases. (c) Reduction in backlog of demand as result of high production. (d) Credit restrictions. (e) First signs of curtailment of residential construction.

Gross national product—total U. S. output of goods and services—hit record $313.9 billion-a-year rate in first quarter, according to *Survey*, but public slowed down its "disproportionate concentration on durable goods" of second half 1950, spent more on food and clothing.

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Change in excess profits tax credit from present 85% to 75% of best 3 years earnings in 1946-49 period was tentatively voted by House Ways & Means Committee this week. Change, if approved in final recommendations of committee, would be effective Jan. 1, 1951, would bring in estimated $730,000,000 extra to Govt. GOP members objected strenuously, said it had been agreed not to touch excess profits in this bill. Whether change in EPT credit base will remain in final bill is considered debatable.

Good chance excise tax on TV receivers may remain at 10%. In surprise reversal of last week's action raising excise to 15% (Vol. 7:20), House Ways & Means Committee May 25 voted to keep tax on TV at present 10% level. Industry and labor unions hope to see position maintained when tax bill goes to House floor in mid-June.

DuMont's self-focusing picture tube (Vol. 7:20) aroused considerable interest at Chicago parts show this week. Mounted in set alongside conventional set—both operating continuously from 8 a.m. to 7 p.m. for 3 days—pictures appeared identical, despite fact there was no focus control, coil or focusing device in set with new-type tube. Manager Irving G. Rosenberg of DuMont Cathode Ray Tube Div. said, "We're more excited about this tube than we've been about any new development in a long time." New 17-in. rectangular, 17KP4, is scheduled for full production in August. It's said to be completely interchangeable with 17-in. glass rectangulars in present sets, and when installed as replacement, focus controls and devices are disconnected. Several manufacturers reportedly have ordered new tube, which DuMont says will effect substantial savings in costs and scarce materials through elimination of focusing components, although tube itself may be more expensive than conventional type. DuMont plans to produce new tube in all sizes, including 30-in., eventually entirely eliminating production of externally-focused tubes.

Replacement of 1,000,000 TV picture tubes in 1951 will mean $25,000,000 in business, Sylvania's Frank Mansfield told Parts Distributors Show in Chicago May 23. He also estimated replacement market in 1951 would call for 48,000,000 receiving tubes for radios, 22,000,000 receiving tubes for TVs. He figured total replacement tube market would amount to $154,000,000 in 1952, $286,000,000 in 1953.

April receiving tube sales of RTMA members ran 35,883,627, considerably down from March's 44,413,146. Of April sales, 22,453,223 were for new TV-radio sets.

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Degree of slump in TV sales can be gauged by excise tax collections on TV-radio sets, phonos for April. Bureau of Internal Revenue collected $18,224,548 in April, down $5,000,000 from high of $23,390,352 collected in March (Vol. 7:18). April collections compare with $4,008,782 in same 1950 month. Total excises collected from TV-radio industry for 10 months from July 1950 were $101,105,875, compared to same preceding period's $33,482,890.

Bright spots in TV trade future, as enumerated by Chicago Crosley distributor Harry Alter, chairman of TV committee of National Assn. of Electrical Distributors, in convention at Atlantic City this week: (1) Coast-to-Coast TV. (2) Better programs. (3) Color. Despite color's cost and disruption, Alter said, it will prove good selling point. He also deprecated "extravagant" uhf claims.

Threat to advertising is discerned by James D. Shouse, Avco v.p. and chairman of Crosley Broadcasting Corp., in price regulation CPR-22 which doesn't permit increased advertising and other administrative costs to be figured into price ceilings. Speaking May 24 to New York chapter of American Marketing Assn., he called provisions of CPR-22 "profit control and not price control," urged that "sleeper" be "brought out, debated and argued rather than to let the issue go by default."

Conference of small business members of TV-radio industry has been called by RTMA June 5 during association's June 4-7 convention in Chicago. More than 100 RTMA members have indicated interest in formation of such a group. Small business concern is one which employs 500 workers or less, according to govt. definition.

Electronics chief of newly formed Canadian Dept. of Defense Production, A. H. Zimmerman, will be chief speaker at annual dinner of RMA of Canada at General Brock Hotel, Niagara Falls, Ont., June 1.

DPA Administrator Edwin T. Gibson will address RTMA industry banquet June 7, winding up annual convention June 4-7 at Chicago's Stevens Hotel.

Trade Miscellany: Of 630 different TV models made by 66 major manufacturers, *Billboard Magazine* May 26 reports only 15% have phonos, additional 30% have phono jacks . . . "Unfreeze vhf," so new cities can get TV, was gist of resolution by this week's Atlantic City convention of National Assn. of Electrical Distributors . . . Raytheon starts heavy TV promotion via radio June 17, buying NBC network of 133 stations for Sun. 3:45-4 p. m. EDST newscasts by John Cameron Swayze (who also handles *Camel Caravan* on NBC-TV) . . . "Modernphone," inter-communication phone system made by Modern Telephone Corp., New York, added to lines of specialized RCA distributors . . . Hoffman Radio will hold 1951 distributor convention in Los Angeles July 25-27 . . . Speakers at NARDA June 25 meeting in Chicago's Hotel Stevens are: Carl V. Haecker, RCA; Benjamin Gross, New York distributor; W. W. Cone, New Jersey distributor; A. L. Scaife, GE; W. A. Blees, Crosley, Antony Wright, Capehart-Farnsworth.

Price Miscellany: Tele King has new 20-in. table set with AM at $399.95 . . . Commander Television has new 17-in. table at $229.95 . . . Meck has new 20-in. table at $295.80 . . . Jackson Industries advertising 20-in. table for $199.95 . . . Regal advertising 17-in. table at $197.50 . . . Fada has new 17-in. table at $199.95 . . . Kaye-Halbert has 24-in. console at $459.95.

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Deadline for manufacturers' price control under OPS's Ceiling Price Regulation 22 (Vol. 7:17) has been extended from May 28 to July 2. At same time following reorganization has taken place in OPS: Harold B. Wess, ex-Macy and Alexander executive, now head of Consumer Divisions. Under him is Lee McCanne, on leave from Stromberg-Carlson and formerly head of TV-radio & miscellaneous section, now head of housewares and accessories branch; Eugene E. Smallwood, on leave from RCA and formerly head of housewares & accessories branch, now head of appliance & equipment branch (white goods, professional and business equipment, etc.). Head of TV-radio and miscellaneous section, succeeding McCanne, hasn't been named yet.

Expected shortages third and fourth quarters this year (Vol. 7:20) have inspired recent activity in maintenance and repair field. RCA Tube Dept. is starting "Serving the Community" promotional campaign, using window displays, direct mail, other aids to plug TV serviceman's place in community. Recently, NARDA offered its Certified TV Installation & Service Plan (Vol. 7:10) to entire industry, not alone to its own members. Timely tips on TV service were contained in May *Good Housekeeping Magazine* article titled "How Much Should Television Service Cost You?" Article spells out what public should and should not expect from servicemen.

Plant Expansions: Centralab Div., Globe-Union Inc., purchases 158,000 sq. ft. structure at 3410 Hopkins St., Milwaukee, for production of classified electronics equipment . . . Teletronic Laboratories Inc., Los Angeles, has moved into 12,000 sq. ft. factory near International Airport, costing $100,000 . . . JFD Mfg. Co. purchases Brooklyn site for new 120,000 sq. ft. plant, which will give its 3 plants total of 200,000 sq. ft.

Military production will take 63% of Westinghouse's electronics div. output this year, electronics v.p. Walter Evans told Pacific Coast Electrical Assn. May 22 in Los Angeles. Company-wide, military commitments total 35% of production, he said. Without specifying TV-radio, Evans opined consumer goods products will be 20-25% under record 1950 output, but he pointed out that will still be equal to production of such items in 1949 —"the third largest production year in history."

RCA's latest uhf converter has been installed in Bridgeport home of Rudy Frank, promotion manager of WELI, New Haven. Says Frank, whose station is prime uhf enthusiast, and whose home has served as unusual testing ground for many manufacturers' uhf units (Vol. 7:15): "Remarkable improvement over first model . . . images are practically noise-free and clean . . . From consumer viewpoint, pictures are as good as or better than those of other manufacturers." Unit was developed under supervision of Dr. Wenyuan Pan, who is also testing a "radically different converter which will far surpass even the current sample, which, according to Dr. Pan, is only an interim model." RCA is also testing new types of receiving antennas, smaller, higher gain.

Hallicrafters announced uhf converter at Chicago Parts Show, kept mum on performance. It's housed in 7-in. cube, covers whole band, feeds into vhf Channels 11, 12, 13, is intended for all makes of sets. Hallicrafters also says tuners in its existing sets may be converted via strips. Also worth noting at Show was great number of uhf antennas displayed by 29 manufacturers, variety of uhf test equipment.

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TV antenna higher than that on Empire State Bldg. may rise in New York after defense emergency is over. Tentative plans for 1580-ft. structure, comprising 44-story office building topped by 1000-ft. open-work steel tower, were announced by Wm. Zeckendorf, president of real estate developers Webb & Knapp Inc. and member of ABC board. Top of TV mast would be 108 ft. higher than Empire State's. Site is bounded by Park & Madison Aves., 47th & 48th Sts., now occupied by Hotel Marguery. Presumably, mast could be used by the 3 uhf stations FCC proposes for New York, by theatre TV, microwaves, etc. Six of city's 7 vhf stations are already committed to Empire State, only WOR-TV not yet signed. Incidentally, ownership of Empire State is reported changing hands for $50,000,000, going from Raskob estate to syndicate comprising Roger L. Stevens and Alfred R. Glancy Jr., Detroit, and Ben Tobin, Hollywood Beach, Fla.

Trade Personals: W. G. Peirce Jr., president of Peirce-Phelps Inc., Philadelphia (Admiral) reelected president of National Assn. of Electrical Distributors; Benjamin Gross, president of Gross Distributors Inc., New York (Stromberg-Carlson), named NAED v.p. and appliance div. chairman . . . W. C. Conley Jr., ex-Coolerator Co. sales v.p., named v.p. & mgr. of Crosley Distributing Corp., in charge of own branches in New York, Albany, St. Louis, Atlanta, Portland, Ore. . . . Roy L. Brown, ex-Eastern district mgr., Westinghouse Electric Supply Co., named executive v.p. & gen. mgr. of new wholly-owned subsidiary, Canadian Westinghouse Supply Co., Hamilton, Ont.; Wm. H. Bingham appointed as Eastern District mgr. . . . James Ward, formerly in charge of Stromberg-Carlson service in Los Angeles, appointed head of Chicago branch's TV div. under J. A. Frye . . . Harry Finkelstein named national sales representative for Haydu Bros., contacting all TV set makers . . . Gerald Ganley new purchasing director, Freed Radio . . . Wm. G. Blowers, appointed merchandising supervisor, Sylvania TV picture tube div. . . . Philo T. Farnsworth, Capehart-Farnsworth v.p., awarded honorary degree by Indiana Technical College May 20 . . . F. C. Dyer has resigned as engineer v.p. of Aeronautical Radio to join Collins Radio . . . Dr. Allen B. DuMont, chosen one of the country's dozen outstanding industrial leaders by *Forbes Magazine*, will be honored along with such others as Thomas J. Watson, IBM; Alfred P. Sloan, General Motors; Benjamin Fairless, U. S. Steel, at luncheon May 28 in New York's 21 Club . . . William P. Ready, formerly TV sales mgr., appointed gen. sales mgr., National Co.

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Special Supplement
May 26, 1951

Editor's Note: *This objective appraisal by an authoritative non-trade observer merits attention of all our readers. We fully concur with Mr. Gould's conclusions that TV is forcing "an economic upheaval" in radio but that "it is still much too early to write off radio as a lost medium."*

From The New York Times, May 20, 1951

OUTLOOK FOR RADIO

Readjustment in Over-All Approach and Programming Appears in the Making

By JACK GOULD

THE hectic and anxious days which broadcasting has just experienced in the wake of the many proposed deals involving the American Broadcasting Company have pointed up with singular vividness the transitional stage through which the industry is passing. The main emphasis throughout the sundry negotiations, all of which were finally called off by Edward J. Noble, A. B. C. chairman, because he did not believe they would benefit his network, was almost exclusively on TV. Radio was just an also-ran.

The present plight of network radio, however, is far from just an A. B. C. matter; it cuts across the industry as a whole. If the facts are faced, radio obviously is headed for trying moments next season and there is bound to be a readjustment both in its programming and over-all outlook.

Already the handwriting is clearly on the wall. The Columbia Broadcasting System, the National Broadcasting Company and the American Broadcasting Company have announced cuts ranging from 10 to 15 per cent in their rates for advertising time, a move which undoubtedly will be copied by the Mutual Broadcasting System. A reduction in radio personnel has been put through by N. B. C. and further payroll slashes in radio as a whole would not be surprising.

Changes

Sooner or later, perhaps by next fall, this economic retrenchment will become increasingly noticeable in the programs heard on the air. Undoubtedly the first presentations to go will be a number of the sustaining programs—N. B. C. last week revealed it was reducing such service by about two hours daily—which does not bode well for the future of such attractions as classical music offerings, discussion periods, etc. Service by the networks will consist more and more of just revenue-producing programs. Local shows, liberally sprinkled with spot announcements, may be expected to take up the slack. The thoughtful radio listener who at present has not been altogether happy with the diversity what he has heard via the networks may find the worst still lies ahead.

What has brought about the revolution in radio is, of course, a matter of cold statistics. Taken away from the radio audience in greater or lesser degree has been a minimum of perhaps 36,000,000 persons, based on an average audience of three persons for each of the 12,000,000 television sets in use. Many industry leaders believe this estimate, if anything, is conservative. More pertinently, however, is the known certainty that TV's audience is bound to expand through the years with a further contraction in radio's following.

As a result of these developments, many of the larger national advertisers have cooled off on radio and have put a bigger share of their budgets into video. Their attitude inevitably has influenced the position of the networks and set off a chain reaction which ultimately will be felt by every type of station down to the 250-watter.

If there is one party which takes vigorous exception to this turn of events, it is the out-of-town radio station affiliated with the major networks. Many of them realistically recognize that perhaps some adjustment is inevitable, but at the same time they believe network officials have become unreasonably panicky over TV and have acted prematurely. Because radio may have to move into smaller quarters, they assert, is no reason to destroy its whole house.

Factors

Even with the growth of television, radio's audience is still substantially larger than video's and in many communities listening has risen rather than fallen. Phenomenal as has been the sale of television sets—though significantly there is a serious slump in the market at present—the sale of radio sets is holding up astonishingly well. And it may easily be at least another year or two before additional television stations actually get on the air because of the Federal Communications Commission "freeze" on construction permits.

There are other factors as well. One of the more important is the rapidly rising costs of television which seem certain to exclude many advertisers who, however, would be able to afford radio. Further, no one knows for certain at what point in the ownership of a television set the novelty may begin to wear off and the individual's interest return again to radio and other old habits. Viewers who have had sets three or four years frequently find radio a welcome alternative.

FM

Frequency modulation radio also does not lack for vigor in many communities. Although a number of FM stations have folded up, others are enjoying slowly expanding audiences. With its emphasis on fine music, fidelity in reproduction and freedom from static, FM radio is a real blessing for many who can take only so much of the vaudeville and quiz shows, visual or aural. There also is a minor boom in the sale of kits for quality FM tuners and amplifiers and in some sections of the country FM sets reportedly are in short supply.

All in all, there appears little doubt that radio is bound to suffer an economic upheaval in considerable measure and that there will be some fatalities in the over-all number of stations. The importance of the national networks may be on the wane to some degree with more attention being paid to programs of local origin, particularly news broadcasts and recorded music shows. But in any case it is still much too early to write off radio as a lost medium. It can still do many things which lie beyond the power of television, one of which is the elimination of the visual commercial.

Mobilization Notes: Speaker manufacturers don't seem very interested in proposal by NPA Electronics Div. to help them get copper for electromagnets to replace cobalt-containing alnico permanent magnets. It's understood there have been relatively few replies to recent letter sent all speaker and focus device makers, asking their copper needs for next 4 months so Electronics Div. can make recommendations to Copper Div. for special allocation.

Here are reasons for sudden lack of interest by speaker industry, which was TV-radio industry's crisis spot a few short months ago: It's known that a number of speaker makers are importing large quantities of alnico magnets from abroad. One is reported to have purchased 25,000 speaker magnets in France. While distribution of raw nickel and cobalt—alnico magnets' principal ingredients—is strictly NPA-controlled, there are no curbs on purchase of finished magnets.

Add to this the TV sales slump. Demand for speakers is down somewhat, but demand for copper-wound coils and focus devices has dropped much more sharply, and some coil manufacturers have found themselves in unusual position of being able to take on new customers. Some of them are now making field coils for electromagnetic speakers. So, many speaker makers, now turning out as many as they can sell—and focus device makers, whose orders have taken big dive with TV slump—see no reason to appeal for copper to make components for which they have no customers.

June's cobalt and nickel allocation to magnet makers will be about same as May—roughly 25% of amount used during first-half 1950 base period, or 30,000 lbs. of cobalt plus about 20,000 lbs. of nickel.

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W. W. (Wally) Watts, RCA engineering products v.p. on leave, was named deputy DPA administrator May 24 by acting administrator Edwin T. Gibson in realignment of duties of top officials. Formerly assistant to the administrator and chairman of Production Executive Committee, Watts will now supervise all DPA production and procurement activities. This includes direction of 6 interagency boards—Production Executive Committee, Electronics Production Board, Aircraft Production Board, Procurement Policy Committee, Central Committee for Regional Defense Mobilization Committees, Critical Areas Committee. He also will continue to serve as chairman of Production Executive Committee and acting chairman of Procurement Policy Committee and Aircraft Production Board. Charles E. Wampler and Nathaniel Knowles were also named deputy administrators, in charge of program & requirements and staff service respectively.

Edmund T. Morris Jr., on leave from Westinghouse, chairman of Electronics Production Board, took over May 22 as director of NPA Electronics Div., succeeding John G. Daley, retired . . . **Harry J. Holbrook,** on leave from Norge Div., Borg-Warner Corp., appointed director of NPA Consumer Durable Goods Div. May 21 . . . L. M. Slaght, ex-ECA, named director of NPA Foreign Div. . . . Col. Justice M. Chambers, holder of Congressional Medal of Honor, May 18 became Civil Defense asst. administrator for plans & policies.

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File your CMP form now, is advice of responsible authorities at NPA. All indications are that you'll get better break in allocations, earlier July deliveries, if you get form 4A and/or 4B in as soon as possible. But whatever you do, don't miss May 31 deadline. If you can't get all your requirements together by deadline time, NPA advises, send in whatever you have—you can always file supplementary statement later.

Better deal on upkeep supplies will result from NPA's May 24 amendment to Reg. 4, which gives all public and private establishments (except households) DO-97 priority ratings to obtain maintenance, repair and operating (MRO) equipment (Vol. 7:9). New amendment (a) lifts quarterly MRO quota from 100% to 120% of average quarterly base period MRO expenditures, (b) permits organizations to use fiscal year ending before March 1, 1951 as base period instead of calendar year 1950, (c) permits establishments using DO-97 priority for 20% or less of MRO quota to buy unlimited additional amount of upkeep supplies without priority rating, (d) permits firms with more than one plant to decide whether MRO quotas are established for each plant individually or for company as whole.

Rapid tax amortization certificates covering $54,800,000 in expansion of facilities for production of electric and electronic equipment (including such items as wire and cable as well as components and end products) have been issued by Govt. since program started last October. This figure represents 12% of the $439,500,000 certified for expansion of all types of finished product production, and about 1½% of $2,842,800,000 certified for all production, including basic materials. The $54,800,000 certified for electric and electronic expansion represents 59 certificates at average amortization of 74.9%, total cost of facilities being about $73,200,000. Total of 379 applications was filed in electric and electronic field for amortization of $253,800,000 in expansion.

Tighter squeeze on copper is heralded by NPA's hike in percentage of defense-rated orders that producers of copper and copper-base alloy products must accept. Producers of wire mill products were notified they'll be required to accept priority orders for July shipments up to 80% of their average monthly shipments during first-quarter 1951. Other copper producers were ordered to reserve 20-115% of their first quarter production for defense orders. Canada will begin rationing aluminum, copper and brass June 1, allotting to each user 100% of his 1950 use.

All firms using copper or copper-base alloys must file monthly reports of their operations, beginning with April, to guide NPA in making copper allotments under Controlled Materials Plan, NPA announced May 14. Companies using these materials, and which haven't received reporting forms from NPA, should write Copper Div., Metals & Minerals Bureau, National Production Authority, Washington.

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TV's value to guided missiles is pointed out in May 21 *Time Magazine* article which says: "Some missilemen think that the Govt. should shut down the TV industry to free electronic men for guided-missile work." Article tells of remotely-controlled planes with TV "eyes," controlled with such accuracy that experts claim: "We could have flown that plane right into the mayor's office" in city hundreds of miles away.

Best explanation yet of rapid tax amortization and how it works, was recent speech by U. S. Steel chairman Irving S. Olds. Copies of this simple and interesting explanation are available from J. Carlisle MacDonald, asst. to chairman, U. S. Steel, 71 Broadway, New York 6, N. Y.

Permanent subcontract display will be set up by Air Force late next month at Chicago's Navy Pier. Prime contractors have been invited to display items for which they need subcontracting facilities.

Newly-revised pamphlet, *How to Sell to U. S. Army*, is available for 30¢ from Superintendent of Documents, Washington, D. C.

NBC Count of TV Sets-in-Use by Cities

As of May 1, 1951

Estimates are sets within .1 Mv/m contours (60 mi.), exciuding overlaps

CURRENT TV sales slump is reflected in NBC Research "census" report showing only 328,400 sets-in-use added during April—making total of 12,499,900 as of May 1. Similarly, March figure of 423,100 (Vol. 7:17) fell below February's 601,900 (Vol. 7:12), indicating pace of audience growth is reducing. These are the May 1 figures (consult individual stations for estimates of number of families within range):

Area	No. Stations	No. Sets
Interconnected Cities		
Ames (Des Moines)	1	58,400
Atlanta	2	110,000
Baltimore	3	297,000
Binghamton	1	37,200
Birmingham	2	51,700
Bloomington, Ind.	1	16,200
Boston	2	732,000
Buffaio	1	202,000
Charlotte	1	75,300
Chicago	4	921,000
Cincinnati	3	255,000
Cleveland	3	470,000
Columbus	3	147,000
Davenport-Rock Island	2	56,400
Dayton	2	128,000
Detroit	3	472,000
Erie	1	46,900
Grand Rapids	1	78,800
Greensboro	1	67,000
Huntington	1	43,000
Indianapolis	1	132,000
Jacksonville	1	32,000
Johnstown	1	87,300
Kalamazoo	1	36,800
Kansas City	1	119,000
Lancaster	1	97,100
Lansing	1	50,000
Louisville	2	89,200
Memphis	1	85,000
Milwaukee	1	239,000
Minneapolis-St. Paul	2	259,000
Nashville	1	29,100
New Haven	1	153,000
New York	7	2,350,000
Norfolk	1	67,300
Omaha	2	76,800
Philadelphia	3	852,000
Pittsburgh	1	255,000
Providence	1	149,000
Richmond	1	78,600
Rochester	1	81,400
Schenectady	1	155,000
St. Louis	1	289,000
Syracuse	2	121,000
Toledo	1	91,000
Utica	1	42,000
Washington	4	261,000
Wilmington	1	65,800
Total Interconnected	81	10,608,300
Non-Interconnected Cities		
Albuquerque	1	8,000
Dallas	2	117,000
Fort Worth	1	
Houston	1	76,700
Los Angeles	7	918,000
Miami	1	65,000
New Orleans	1	56,400
Oklahoma City	1	87,600
Phoenix	1	37,900
Salt Lake City	2	45,100
San Antonio	2	44,000
San Diego	1	93,500
San Francisco	3	189,000
Seattle	1	83,300
Tulsa	1	70,100
Total Non-Interconnected	26	1,891,600
Total Interconnected and Non-Interconnected	107	12,499,900

Two applications from Jackson, Miss., one from Wichita Falls, Tex., one from Albuquerque, N. M. have brought total pending to 408. First Jackson application was by *Daily News-Clarion Herald*, asks for Channel 3 *(TV Addenda 12-S)*. Second this week was by the brothers Joe, C. W. & Henry J. Herold, also asking for No. 3; Joe Herold, ex-chief engineer and gen. mgr. of WOW-TV, Omaha, now consultant for Havana's Union Radio, would build station in partnership with brothers, who are Natchez residents. KFDX, Wichita Falls, seeks No. 3; KOAT, Albuquerque, No. 7. [For all TV applications to date, see *TV Factbook No. 12* with addenda to date; for details about this week's applications, see *TV Addenda 12-T*.]

Code of standards for TV programs "acceptable to the American family," was called for this week by board of managers of National Congress of Parents & Teachers. Programs include "too many cheap vaudeville, crime, wrestling and mediocre movies," according to Thomas D. Rishworth, of Austin, Tex., chairman of PTA's Radio-TV committee. First meeting of TV operators on subject has been called for June 22 in Washington by NARTB-TV program committee (Vol. 7:20).

DuMont allocation plan (Vol. 7:20) will be explained to Senators and press May 31 or June 1 in Senate Interstate & Foreign Commerce Committee quarters in Capitol. Special sessions for Congressmen and for Washington engineers and attorneys are scheduled for following week.

Telecasting Notes: Margaret Truman, holding White House press conference this week, was asked what she thought of "the Great Debate", (MacArthur issue). Her reply: "You mean movies versus television?" . . . "Expanchment" is apt word coined by *Billboard* in May 26 headline to explain simultaneous expansion and retrenchment policies of broadcasting networks and movie producers. In radio, it cites NBC's tightening up in AM, while spending heavily for TV. In movies, it cites Warner and 20th Century cuts in personnel, reduced executive salaries, other economies, while spending heavily for facilities and talent . . . **DuMont Network** paying $95,000 a year, $475,000 in all, for exclusive rights to televise, broadcast and film National Football League championships, 1951-55, money to go into pool for players; DuMont's Tom Gallery and Les Arries, who put over Notre Dame telecasts, made deal with league commissioner Bert Bell . . . **Motion Picture Television Center** is name of new producing corporation announced in Hollywood by Joseph Justman, president of Motion Picture Center Studios there, with William Norins (executive v.p., Emerson Film Corp.) as president and William Stephens, producer of *Dr. Christian* and other films, as production v.p. . . . **Advertising Council**, in largest use yet of TV, will place 66 commercial films for U. S. savings bond drive thru G. M. Basford Co., as volunteer agency, prepared by Fox Movietone . . . **Cincinnati's WLWT** pridefully plugging fact its *Midwestern Hayride*, locally produced rural variety show, will be piped to NBC-TV network from June 16 as 8-9 summer replacement for top-ranking *Show of Shows* . . . **Acme Newspictures**, Cleveland, announces service for daytime programs which it calls *Women's News for TV*, including 20 picture slides daily to interweave into women's shows.

Notre Dame and Penn U have decided to disregard National Collegiate Athletic Assn.'s ban on "uncontrolled" football telecasts (Vol. 7:16), May 26 *Billboard* reports, with joint announcement planned some time next month. Meanwhile, it was revealed 4-man steering committee of NCAA's TV committee had met behind closed doors in Philadelphia to ponder (a) proposals by Fabian and United Paramount chains for theatre TV of college games, (b) sponsorship offers for "controlled" games, (c) possibility of pay-as-you-see TV arrangement (Phonevision, Skiatron). Attorney General J. Howard McGrath May 23 ordered FBI to determine whether illegal restraints have been imposed on broadcasts and telecasts of pro baseball and other pro and amateur games. This spurred Sen. Johnson (D-Col.), who is president of Western Baseball League, to introduce legislation to exempt all professional sports from Federal anti-trust laws (S. 1526). Similar bills (H. R. 4229-31) were introduced in House by Reps. Wilbur D. Mills (D-Ark.), Melvin Price (D-Ill.), A. S. Herlong Jr. (D-Fla.).

NARTB officials will confer May 29 with NPA chief Manly Fleischmann in attempt to get clarification of construction control regulation M-4 as it effects building of TV-radio stations (Vol. 7:19-20). Meanwhile, NPA and FCC continued consultations in attempt to set up specific criteria for authorization of new broadcast building. NPA is preparing to issue new form, CMP-4C, which will serve as combined application for building authorization and for allotment of controlled materials for approved building projects.

FCC's use of "db" in allocations plan (*TV Allocation Report*, March 24) still bewilders most laymen, accustomed to thinking in terms of "kilowatts" and "microvolts-per-meter." To simplify translation, E. C. Page consulting engineering firm has prepared table showing db equivalents, running from .1 db to 75 db, offers it gratis to any or all. Address: Bond Bldg., Washington 5, D. C.

MARTIN CODEL'S

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Television Digest

WITH AM FM REPORTS

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FILM TREND TO TV LOOKS TO MORE STATIONS: Could be that the motion picture industry "may yet hail television as its salvation," as suggested editorially in the New York Times the other day. Newspaper was commenting on TV's inroads on boxoffice, its growing need for films as stations multiply and networks expand -- and, in effect, it gave its blessing to projected ABC-United Paramount merger (Vol. 7:21).

Certain straws in the wind are plainly discernible in current trade news:

(1) Not only has Isaac D. Levy resigned from CBS board -- having sold off his stock (Vol. 7:18-19) -- but he has embarked on big movie venture predicated on film use by TV. He's as enthusiastic about this as he was about founding of CBS in late '20s. His family is chief stockholder in Official Films Inc., program library syndicate, which has just taken over Jerry Fairbanks Inc., pioneer Hollywood TV film producer for NBC, et al.

"Ike" Levy is chairman of Official Films Inc.; Aaron Katz, president; Billy Goodheart (a founder of MCA), executive v.p.; Alex Rosenman, ex-WCAU, sales mgr. They're on board, along with CBS's Leon Levy, Ed Murrow and Frank Satenstein, RCA v.p. Mannie Sachs, Mike Nidorf, Henry Jaffe, Lou Stein, Jerry Fairbanks. Among other stockholders are such figures as Kay Kyser, Jack Benny, Dinah Shore, Sammy Kaye, Frank Sinatra, Joe Ross, Ed Wallerstein, Samuel Paley (father of CBS president).

With 2,000,000 shares authorized, company has sold 1,200,000 shares without public offering, paid 175,000 shares for Fairbanks, has $900,000 paid in capital, will produce and syndicate films to TV stations and networks, will custom-build them for ad agencies and sponsors, already has library of domestic and foreign films, including some 2000 short musicals (3-minute) originally produced for James Roosevelt's movie jukebox project. Fairbanks will be producer, and elaborate plans for takeover or tieups with other companies are under way.

"This isn't a promotion," said Levy. "This is my latest love, and Billy Goodheart is coming out of retirement on his farm to work on it. I'm quitting CBS to devote all my energies to this project."

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(2) This ambitious project would indicate confidence on part of some very shrewd pioneer radio and show business executives in future of film producing for TV -- confidence that "film transcriptions" will become as important a factor in telecasting, and just as competitive, as recorded shows are in radio.

It could also be interpreted as lack of confidence in much more expensive networking of programs -- for there are many competent observers who believe "live" shows aren't really essential in TV except for news and special events.

Fairbanks told Film Daily May 25 that TV film-making will be $43,000,000 industry this year, by 1952 will amount to $65,000,000 a year -- basing estimate on cost of $10,000 per 30-minute show and presumably on expectation that there are

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likely to be many more stations soon. He says there are now 27 TV programs on film equalling 988 hours a year, will be 75-80 by end of year equalling 2400 hours.

Present Hollywood production of 450 features, 550 shorts equals 855 hours per year -- so that demand from TV's mere 107 stations already outstrips Hollywood's so far as footage is concerned.

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(3) Foregoing is strongly supported by statistics on TV's requirements for raw film, though comparison isn't altogether apt because that's mostly due to kine-recordings. Motion Picture Herald estimates TV already using up to 300,000,000 ft. annually, broken down thus: NBC, 100,000,000 ft.; CBS, 105-110,000,000; ABC, 46,-000,000; Paramount Productions, 10,000,000; DuMont, stations, ad agencies, etc., 40-50,000,000. Trade journal reports NBC will have shipped 40,000 kine prints to affiliates this year, filming 80 programs off-tube per week, charging sponsor $525 per hour recording fee plus $125 per print. CBS ships 1200 reels weekly, 80 shows.

Whole movie industry uses some 2 billion feet a year, leading that trade journal to fear threat to supply. But NPA motion picture div. chief Nathan Golden discounts this, says he thinks there will be enough raw stock for all "provided we don't get into shooting war." Military now takes only 7%, peak wartime use was 38%.

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(4) TV's insatiable demand for old features, most now locked in vaults of big producers (Vol. 7:13,18) -- means obvious and enormous dollar asset to those companies as soon as there are enough TV stations to make their syndication profitable. Motion Picture Herald doesn't like this prospect, warns big distributors they "can't serve 2 masters," takes comfort in belief that "ultimately TV program format will have no place for one or 2-hour feature films, and quite soon...color TV will be in general use and then the TV value of all old black and white will shrink sharply."

Ignored is obvious fact that many more TV stations are assured during next decade at least -- possibly 1000-2000; that they will inevitably mean more competition for the 18,000 movie exhibitors now operating -- if that many survive; that few expect all telecasting to be in color -- certainly not in many years; that present repeat-and-repeat vogue of "oldies" with TV audience provides own obvious answer.

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(5) Willingness to trim sails to wind is reflected not only by United Paramount and others joining the TV trend, but by fact more and more local exhibitors are likely to go in for TV ownership (Vol. 7:20) -- as did newspapers for radio.

On the producers' side, Paramount Pictures' predilection for TV is well known, and of course it has big stake in DuMont. Attitude of other majors isn't so clear -- but here's significant statement in Walt Disney's report to stockholders:

"We are continuing to give serious study to the way in which our large library of completed features and short subjects may be used on TV and to what the company's eventual position and policies should be with respect to that medium...

"Our experience with our Christmas Day TV show last year, which introduced Walt Disney's Alice in Wonderland to over 2,000,000 people, leads us to believe that TV can be a most powerful selling aid for us, as well as a source of revenue. It will probably be on this premise that we enter TV when we do.

"Meanwhile, we have just recently begun to explore another field of TV activity -- the production of live action films especially designed for TV, including commercials, spot announcements and serialized dramatic and comedy shows..."

SENATORS TURNING EYES TO ALLOCATIONS: Allocations picture took new turn this week when Sen. Johnson joined those questioning legality of FCC's proposal to fix an allocation plan in rules (Vol. 7:17-21).

In fact, Johnson has many doubts about allocation plan, expressed them during May 29 hearing on FCC Chairman Coy's renomination to Commission.

"Does FCC have the legal right," he asked Coy, "to allocate channels in blocks? Or should it grant them to those who apply? Wouldn't it speed up the removal of the freeze if applicants came in and were chosen on their merits? Obviously, there won't be applications from communities with insufficient advertising."

Coy remained silent, and Johnson concluded: "But that is a separate matter. I didn't want to bring it up, but I felt I should protect the record."

Johnson said he'd write FCC a letter outlining his feelings. Presumably, he'd like FCC to clear the legal air, let parties to allocation hearing know whether they're spending time and money fruitlessly, call attention to fact legal question has hung fire since Federal Communications Bar Assn. brought it up 3 years ago.

DuMont is firmly sold on fixed allocation principle, on other hand. In fact, it's writing Sen. Johnson, urging legislation that will leave no question of FCC's authority to fix such plans in its rules.

Johnson also pounded away at proposed Colorado allocation (Vol. 7:19). "The Colorado situation is very unsatisfactory," he said. "It is so obviously a bad allocation that I have no doubt it will be corrected." Coy didn't comment.

* * * *

Freeze is beginning to get under skin of the powerful Sen. Johnson. In interview with Denver Post's Barnet Nover, prepared for KOA, Denver, he went into reasons for conspicuous absence of TV in Denver.

He warned of possible delays stemming from legality question, complained that Colorado and Denver were short-changed in vhf channels, wrote off uhf as "experimental" for the present, kissed off educational reservations ("colleges these days have little money to spare on frills"), reported that "color is here now."

"Color had nothing to do with the imposition of the freeze," he said. "However, the Commission, for some reason or other, decided to settle the color problem before holding hearings on the allocation and certification of new channels and that decision has kept the freeze from being lifted sooner."

It's no secret -- to Johnson, as well as to industry -- that "some reason or other" was himself. He was prime color mover when FCC proposed to open uhf in 1949.

When will Denver get TV? "I hope that Colorado may have TV by March 1, 1952, but lawsuits may delay that happy day," Johnson said.

Our own guess is that FCC's present procedures and competitive hearing on Denver means stations on air no sooner than winter, 1952 -- even without lawsuits.

But Johnson finds "silver lining" to delay: "When Denver does get TV, it will have benefitted from all the scientific developments of the last years and its sets will be geared to color and uhf as well as vhf frequencies. In other words, the danger of obsolescence in sets will be over."

* * * *

Sen. Benton took new tack in his educational TV campaign (Vol. 7:15,20). In May 31 hearing before Senate Interstate & Foreign Commerce subcommittee, headed by Sen. McFarland (D-Ariz.), he described new bill he introduced (S. 1579).

New amendment to Communications Act, co-sponsored with Sen. Hunt (D-Wyo.), Sen. Bricker (R-O.) and Sen. Saltonstall (R-Mass.), would establish a National Citizens Advisory Board of 11 which would meet from time to time, advise FCC and Congress on matters relating to programming.

Benton also submitted draft of new resolution, not yet introduced, which would hold up TV grants for one year, make TV licenses good for one year only, and direct FCC to explore subscription broadcasting. But Benton indicated he'd change wording to avoid delaying freeze-end.

Hearing was attended only by McFarland, Johnson, Hunt and Kem (R-Mo.). Questions seemed generally favorable, Johnson saying that if new Board weren't given censorship powers it might be "of tremendous value to the country."

But since Johnson always prefers to rule by pressure, rather than by "passing a law," and since he's currently so delighted with Coy, it's doubtful whether he'll actually go along with law establishing group to look over FCC's shoulder.

* * * *

DuMont had its day on the Hill, May 31, when it displayed lighted maps to Senators, to back up contention that its allocation plan is more efficient, more realistic than FCC's. Eight Senators showed up: Johnson, Hunt, Bricker, Jenner

(R-Ind.), Cordon (R-Ore.), McMahon (D-Conn.), Mundt (R-S.D.), McCarthy (R-Wis.). Some seemed impressed, Johnson saying: "I think more Senators should see this."

Engineers and attorneys specializing in radio saw demonstrations next day. One engineer's reaction was typical:

"There's no magic in it. DuMont has done on a national scale what most of us have done on a local or regional basis -- squeezed FCC's 'loose' separations down to 180-mile minimum, moved channels to cities where they can be used, taken those educational asterisks off channels."

* * * *

Coy's confirmation hearing was veritable love-feast with Johnson. Only Johnson and Magnuson (D-Wash.) attended, and Johnson concluded by heaping praise:

"You have the finest conception of the public interest of anyone from the administrative agencies appearing before us. I'm pleased beyond expression."

Coy was emotionally moved. "I'm very grateful to you," he said. "So few people like what we do, that perhaps I'm oversensitive about those comments you have just made."

FCC GETS BIG ROLE IN BUILDING CURBS: The knotty question of how to determine whether a community "needs" new TV or radio stations has been thrown into FCC's lap.

Community need and material availability -- these are basic criteria NPA uses in deciding whether to authorize new construction. And, as far as TV-radio station construction is concerned, it's now pretty certain FCC will get the job of deciding where stations are needed, while NPA Construction Controls Div. keeps its finger on the building materials situation.

Several applications to build radio stations reportedly were filed with NPA this week, but they're being held up pending determination of TV-radio building criteria under construction control order M-4 (Vol. 7:19-20).

Definite decisions aren't expected for a few weeks pending completion of NPA-FCC negotiations -- but criteria may follow general lines of the 5 priorities for TV channel assignments in FCC's third "freeze" report (see TV Allocation Report, Vol. 7:12). And it appears certain that FCC will take construction controls into consideration in its licensing policies. As one commissioner said: "There's no use granting a CP for a station that can't be built."

NPA will be lenient in granting authorizations to build stations which don't consume unnecessarily large amounts of steel. All signs so indicate, but "Radio City" type projects appear to be out of the question for the duration.

NPA Electronics Div. is still claimant agency for broadcasters, and as such will be specially helpful if obstacles block path of broadcasters seeking construction authorization. It's a good idea for applicants to send duplicate copies of their applications to J. Bernard Joseph, chief, end products section, Electronics Div., NPA, Washington. Original applications go to Construction Controls Div.

* * * *

Remodeling of existing facilities, as well as new construction, is covered by M-4. Not more than $5000 worth of either can be done without NPA authorization. This has worried many present TV-radio broadcasters, as well as NARTB, whose officials conferred with NPA Administrator Manly Fleischmann May 31 about problems raised by the construction order.

At this meeting, Fleischmann indicated NPA will probably permit stations to increase powers, and let grantees begin TV transmission, if they can do it without requiring large amounts of structural steel. Actually, in many cases, power increases and other additions to present facilities will be possible without necessity of application to NPA.

"Personal property" isn't considered by NPA as part of construction, and isn't figured in cost of building or remodeling. Without authorization, "personal property" may be installed, so long as installation costs don't exceed $2000. There's no ceiling on cost of equipment itself. NPA defines personal property as "any and all equipment or fixtures which may easily be removed without material injury to the structure, equipment or fixtures."

Based on previous NPA interpretations, it's reasonable to assume this will include all electronic equipment, including transmitters, camera chains, mobile cameras and transmitters, turntables and probably antennas -- but not towers.

Already classified as personal property are: film projectors and equipment, sound reproducing systems, emergency power plants, spot and flood lights, etc.

Most of the equipment needed to increase power of a TV or radio station is "personal property." It may even be possible to add TV transmitting facilities to an existing AM station by adding little more than "personal property" -- if existing studio and antenna supporting structures are used.

Personal Notes: Gen. David Sarnoff, RCA president, sails June 15 on *Queen Mary* for 2 months in Europe . . . James W. McRae appointed Bell Labs v.p. in charge of development dept., succeeding A. B. Clark, v.p. and coordinator . . . Jules Seebach, WOR-TV v.p., nominated for presidency of American Television Society, elections by mail to be conducted until June 15 . . . Harry R. Lubcke, who established W6XAO in 1931 (now KTSL) and claims it was nation's first TV station, has resigned from Don Lee to establish own consulting TV-electronics practice at 2443 Creston Way, Hollywood . . . Gordon J. Alderman, ex-WAGE, Syracuse, joins WHEN in that city as production mgr. . . . Richard S. Paige, recently with DuMont, has returned to NBC-TV sales planning & research dept. as supervisor of ratings . . . Charles H. McQuiston, NBC-TV production cost controller, promoted to asst. to Lyman Munson, director of TV network operations, and J. Robert Myers appointed NBC-TV purchasing mgr. . . . Louis J. Kleinklaus promoted to chief engineer of *New York Times'* WQXR, Athan Cosmas to AM-FM transmitter chief; Kleinklaus succeeds late Russell Valentine . . . T. F. Flanagan resigns as managing director of National Assn. of Radio & TV Station Representatives due to ill health . . . Mike Jablons, recently asst. to FCC Comr. Hennock, named TV-radio director of N. Y. *Herald Tribune* Fresh Air Fund . . . Walter E. Benoit appointed mgr. of new Westinghouse Air-Arm Div., preparing to go into new 400,000 sq. ft. plant in Baltimore; Joseph E. Baudino, KDKA mgr., succeeding him as gen. mgr. of Westinghouse Radio Stations Inc. . . .

Network Accounts: Lehn & Fink (Lysol, Hinds), starting July 31, sponsors *Bride & Groom* on CBS-TV, Tue. 3:15-3:30, thru Lennen & Mitchell and McCann-Erickson, both N. Y. Hudson Pulp & Paper Corp. sponsors Thu. show . . . Noxzema Chemical Co. (skin cream), using TV first time, starts *Cameo Theatre* June 18 on NBC-TV, Mon. 8-8:30, thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; time is vacated by Speidel's *What's My Name?* . . . Best Foods Inc. (Shinola shoe polish & Rit dyes), starting July 24, will sponsor Tue. & Thu. 1:30-1:45 segments of *Garry Moore Show* on CBS-TV, thru Earle Ludgin & Co., Chicago . . . General Electric Co. starting Sept. 17, sponsors Mon.-Wed.-Fri. 1:30-1:45 portions of *Garry Moore Show* on CBS-TV, thru Young & Rubicam, N. Y. . . . Procter & Gamble replacing filmed shows with live on *Fireside Theatre*, dramatic shows with same title, starting July 3 on NBC-TV, Tue. 9-9:30, thru Compton Adv. . . . Campbell Soup Co. Sept. 7 replaces *Henry Morgan Show* with *Aldrich Family* on NBC-TV, Fri. 9:30-10, thru Ward Wheelock Co., Philadelphia; General Foods is retaining Sun. 7:30-8 time vacated by *Aldrich Family* . . . Armour & Co. starts *Garroway at Large* Sept. 5 on NBC-TV, Wed. 10:30-11, thru Foote, Cone & Belding, Chicago . . . Schlitz as of June 29 cancels *Pulitzer Prize Playhouse* on ABC-TV, Fri. 9-10, takes same time on CBS-TV for film show during summer from July 6; in fall will sponsor dramatic program, replacing CBS-TV's *Ford Theatre.*

Station Accounts: In front of backdrop of blown-up newspaper classified page, Lenore Kingston's *Classified Column* on KTTV, Los Angeles, Mon. thru Fri. 4:30-5, allows people to present their "situations," "for sale," "lost and found" and other want ads free in person after having submitted them in writing. Regular participating sponsorships are revenue source—at $80 each . . . Bruner-Ritter Inc. (Bretton monogram watch band) planning TV program or spots this fall, thru Raymond Spector Co., N. Y. . . . Kenmar Mfg. Co. (chairs) offering TV film spots to its dealers for local placements . . . Among other advertisers reported using or preparing to use TV: Holiday Brands Inc. (Holiday soluble coffee), thru Hoag & Provandie, Boston; Union Oil Co. of California (Royal Triton motor oil), thru Foote, Cone & Belding, Los Angeles; Craftshire Sports (misses' & women's suits), thru Wm. Wilbur Adv., N. Y.; Car-Ree-All Products Inc. (Roll-a-Vac vacuum cleaner carts), thru Ray C. Jenkins Adv., Minneapolis; Skinner Mfg. Co. (Raisin Wheat), thru Bozell & Jacobs, Omaha; Bowes Industries Inc. (Bondware paper plates), thru Russel M. Seeds Co., Chicago; Dad's Root Beer Co., thru Malcolm-Howard Adv., Chicago; Cameo Curtains Inc. (window curtains), thru Product Services Inc., N. Y.

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Another proposed subscription-TV entry came into field this week with announcement that Paramount Pictures Corp. had bought half interest in International Telemeter Corp., 846 No. Cahuenga Blvd., Hollywood, developers of a coin-operated fee-TV system designed to accomplish same thing that Zenith's Phonevision does via phone lines and Skiatron's Subscriber-Vision with coded cards.

Hollywood company has David Loew, son of late Marcus Loew, as president; Carl Leserman, ex-United Artists sales mgr., v.p.; Eugene J. Zukor, son of late Adolph Zukor and Paramount executive, as secy-treas. Paramount Pictures' Paul Raibourn will be chairman. Loew and Leserman are independent film producers.

Request to FCC for experimental grant to test device is due soon. It's attachable to any TV receiver, has been under development for 2 years. It can be used not only with broadcast pictures but on closed-circuit frequencies.

To refute immediate rumors that system means Paramount is ready to release films for TV, Paramount Pictures v.p. Y. Frank Freeman declared: "There is no prospect in view of marketing Paramount pictures on TV or of making pictures at Paramount for TV. I cannot say," he added, "that we will never make pictures for TV."

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Some sort of movie-Phonevision tieup was subject of conjecture in movie-TV trade this week, following May 31 luncheon meeting of FCC Chairman Coy, Zenith's E. F. McDonald and MGM-Loew's Nicholas M. Schenck and Leopold Friedman. Heretofore, Schenck has been adamant against release of film features for TV—Phonevision or otherwise. He did, however, supply some film for recent Phonevision tests in Chicago.

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Trade Report
June 2, 1951

MOBILIZER WILSON CAUTIONS INDUSTRY: In light of current confusion about color, these quotes from speech by Defense Mobilizer Charles E. Wilson, prepared for delivery before Executives Club of Chicago May 25, are worth careful heed:

"This optimist notes pessimistically that some civilian manufacturers are still hanging out the sign: 'Business as usual.' They are designing and building new models for which tools must be provided, and to do so they are using skilled men who should be devoting their time and talents to the defense program.

"For the period of our extreme emergency, this practice must be reversed.

"Let's scrap idea of new seasonal designs in automobiles, television sets, dishwashing machines or any other product whose 1950 design is plenty good enough.

"Let's scrap the idea of wasting the ingenuity of craftsmen on civilian gadgets when their brains and magnificent handicraft are needed to turn out new weapons...I have run across instances of a whole class of men graduating from electronics schools going into the civilian TV business, making and servicing home sets. And this at a time when our defense industries are badly in need of their services."

OUTPUT STILL DOWN, FACTORY INVENTORY UP: For fifth straight week, TV output stayed well below the 100,000 mark it has far exceeded through most of 1950 and the first quarter 1951. Production for week ending May 25, which closes statistical month, totaled 85,146 units (7407 private label), down from preceding May weeks' 93,681 (Vol. 7:21), 82,224 (Vol. 7:20), 66,077 (Vol. 7:19) -- or 327,128 for 4-week month as against 469,157 in April, 874,634 March, 679,319 February, 645,716 January.

Inventories at factory climbed again -- to 598,141 from preceding week's 562,138 (Vol. 7:21). Thus, it would appear that about one-third of estimated overall trade inventory of 1,750,000 is at factory. (That figure isn't official; actual figures should be known by mid-July when RTMA institutes monthly inventory checks.)

Radio output for May 25 week was 350,323 sets, holding to average pace for year thus far -- factory inventories at 299,399 vs. 281,432 week before. Breakdown: 153,424 home radios, 148,821 auto, 48,078 portables.

PHILCO OUT WITH NEW LOWER-END LINE: Philco pops 11 new models in lower end of line next week -- in manifest belief today's is a price market and with statement that its table model inventories are depleted. Prices range $199.95 to $329.95 for 16 & 17-in. tables, $299.95-$369.95 for 17-in. consoles, include tax but not warranty.

Models are now being distributed, Philco states, shown first to Atlantic-New England-Texas division dealers who left June 2 on week's Queen of Bermuda cruise. Philco states all sets "are so engineered that by the use of an adapter they can receive future uhf telecasts and also the Columbia color signals in black-and-white."

Philco is first major producer to bring out new line, move coming as something of surprise in view of becalmed trade. At Chicago convention in January, it had new line of 17 sets, including 12½-in. metal table at $199.95, dropped, plus 11 models with 17-in. tubes, 6 with 20-in. The 20-in. are continued, but other upper-end models will be announced later. (For details of January line, see Vol. 6:52.)

Two 16-in. tables in new line are No. 1610, walnut-finished metal cabinet, $199.95, and 1612 at $229.95. Five other tables are 17-in. rectangular: No. 1808, mahogany, $259.95; 1810, mahogany, $279.95; 1810L, same in blonde oak, $299.95; 1812, Contemporary mahogany, $299.95; 1812L, same in blonde, $329.95.

Four new consoles, all 17-in.: No. 1839, mahogany, $299.95; 1841, blonde, $349.95; 1831, mahogany, leather tooling, $339.95; 1831L, same in blonde, $369.95.

Philco distributor cruises also include this week's for West Coast dealers on S.S. Lurline to Hawaii, 2 weeks; June 9, Allegheny and Great Lakes area dealers on Queen of Bermuda, one week; June 16, Southern, Southwestern, New York-Newark dealers on Queen of Bermuda, one week.

Topics & Trends of TV Trade: Moratorium on Regulation W for 90 days, then 15% down payment terms like those for household furnishings, was asked of Congress June 1 by Stromberg-Carlson president Robert C. Tait, appearing for RTMA before House Banking & Currency Committee. He will also appear before Senate Banking & Currency Committee June 5 with same plea. Congressional committees are weighing renewal and revisions of Defense Production Act, which authorizes credit controls.

Highlights of Tait's fact-filled testimony before House committee, which drew no questions from attending Reps. Brown (D-Ga.), Betts (R-O.), Cole (R-Kan.):

(1) Unemployment in TV-radio industry now stands at 50,000 workers.

(2) Factory inventories now are well over 500,000—compared to average of 65,000 sets first 5 months 1950. Tait graphically illustrated this point by declaring that, in 1950, for every 5 sets sold one was in inventory; today, for every 5 sets sold, 25 are in inventory.

(3) TV has unique problem since 50% of its market has been withheld by FCC "freeze."

(4) TV's only market today is in lower income class, and it's hardest hit by 25% down payment requirement. TV has pretty well saturated higher income groups, he said, and replacement market isn't important nationally.

Significant point made by Tait—and also by spokesmen for other industries—was that Regulation W was designed to retard inflation, "not to cause deflation." With charts prepared by consulting economists Boni, Watkins, Mounteer & Co., Tait showed that TV and auto sales have been worst hit by Regulation W.

Retailers want Regulation W changed to 15% down payment, 18 months to pay—instead of present 25% down, 15 months to repay. They also want permission to count trade-ins against down payment. That's sense of May 29 letter to both Congressional committees by NARDA president Mort Farr.

A bill to suspend Regulation W for 60-90 days will be introduced by Rep. Patman, Texas Democrat. He made statement after House committee heard ex-Senate majority leader Scott Lucas, of Illinois, representing American Finance Conference (automobiles) and ex-Senate majority whip Francis J. Myers, of Pennsylvania, representing National Foundation for Consumer Credit and the Retail Credit Institute of America. Both testified about harshness of credit terms.

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New June 1 Emerson prices are $30-$60 above 30-day "interim" lists announced May 1 (Vol. 7:18)—but are still $30 to $70 below pre-May 1 prices. Emerson dropped from line 14-in. table, two 17-in. tables, and three 19-in. consoles. Following are new prices, with old list price (before 30-day cut) in parentheses: 17-in. table: 696, mahogany, $249.95 ($299.95). 17-in. consoles: 686, mahogany, $299.95 ($349.95); 686, blonde, $309.95 ($359.95); 687, mahogany, doors, $329.95 ($379.95); 687, blonde, doors, $349.95 ($399.95). 20-in. consoles: 692, mahogany, $399.95 ($459.95); 693, mahogany, half doors, $429.95 ($479.95); 693, blonde, half doors, $449.95 ($499.95); 694, mahogany, full doors, $459.95 ($499.95); 694, blonde, full doors, $489.95 ($529.95). Combination: 16-in., 666, mahogany, AM-FM-phono, $429.95 ($499.95).

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Govt. orders for radio-radar equipment received during first 1951 quarter by RTMA members totaled $184,216,795. This compares with $41,305,390 same 1950 quarter. Radar accounted for $95,735,292 of total, communications equipment $62,999,826, radio navigational aids $16,475,767, sonar $5,874,976, laboratory and test equipment $21,814,999, crystals $315,935.

Trade Miscellany: Latest gimmick of sales-hungry retailers is "Action Sale," extensively advertised in Boston and Detroit . . . Monarch Saphin auctioneer, up before New York City license commissioner, called "grossly exaggerated" reports that 7000 sets were sold at sale that started whole auction ruckus (Vol. 7:20-21) . . . Washington Phillips chain had "Warehouse Sale" this week, offering trade-in 10-in. sets for $29, 14-in. at $79, 16-in. at $88, 17-in. at $99 . . . Muntz TV is advertising 20-in. table at $179.95 . . . GE guaranteeing TV prices to Nov. 15 instead of Sept. 10 first announced (Vol. 7:18), also is inaugurating "factory-paid free floor plan to finance dealer working inventories" . . . Greber Distributing Corp., giving up Hallicrafters franchise, June 1 succeeds Simon Distributing Co. as Washington-Baltimore Motorola distributor . . . Philco sales v.p. Jack Otter announces appointment of Albert J. Rosebraugh to new post of mgr. of distribution, John J. Moran succeeding him as radio sales mgr. and John L. Utz named special TV representative.

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Complete electronics components sold to manufacturers come under OPS price regulation CPR-22, but same parts sold to replacement market stay under Jan. 25 general ceiling price regulation. That's official interpretation by OPS of problem that's caused a lot of head-scratching since manufacturers' ceiling price order came out last April (Vol. 7:15). Meanwhile, Lee McCanne, chief of Housewares & Accessories Branch, Consumer Goods Div.—on leave from Stromberg-Carlson—has added market analyst Ned Crane as electronics parts specialist, joining TV-radio cabinet specialist Earl Smith, from Connecticut Cabinet Co., Mystic, Conn. to TV-radio section.

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Now it's the auctioneers who are haunting TV dealers, offering to take inventory loads off their backs. Solicitation got to point where Philadelphia Philco distributor wrote all dealers warning that trans-shipments to non-authorized sources were violation of franchises, that "under no conditions are Philco dealers to be a party to this scheme."

Week saw more auctions held, several cancelled. Biggest of those taking place was by Detroit's House of Television. Audience got anti-auction dealers' handbills listing what they should look for in sets they bought—in same vein as Bruno-New York ad last week (Vol. 7:21). Scheduled auctions were cancelled in Buffalo, Philadelphia, Keyport, N. J.

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Clarification of these TV trade practices are suggested by Federal Trade Commission in agenda for June 21 hearing in auditorium of National Archives Bldg., Washington: (a) interference claims, (b) picture tube size, (c) long distance reception, (d) simplicity of operation, (e) number of tubes, (f) necessity of certain accessories. General industry practices such as pricing, warranties, discriminations, trade-mark and trade-name imitation, commercial bribery, are also recommended for consideration. FTC Chairman Mead will conduct meeting, open to entire industry.

TV manufacturers who fair trade are trying hard to get all franchised dealers in 45 fair trade states signed up in order to meet Supreme Court decision last week which held manufacturer can't enforce prices if dealer hasn't agreed to do so (Vol. 7:21). Magnavox this week said only small number of its dealers haven't yet signed. Packard-Bell is reported to have every dealer signed. Emerson, which fair trades through intra-state distributors, goes to court June 4 to enjoin New York retailer from selling its TV sets below lists.

"Greatest name in television" is Allen B. DuMont and outstanding TV firm is RCA, in opinion of 1200 business leaders participating in survey conducted by *Forbes Magazine*. As reported in June 1 *Forbes*, RCA received 46% of votes as outstanding firm, DuMont 20%, Philco 9%, Admiral 8.5%, Zenith 5%, Motorola 4.5%, Magnavox 2.5%, Capehart 2%, Stromberg-Carlson and Hallicrafters 1% each, and Emerson, Crosley, Meck less than 1%. Dr. DuMont was voted TV's outstanding leader by 51%, RCA chairman Sarnoff 26%, Admiral president Siragusa 11%, RCA president Frank Folsom 3%, Zenith president McDonald 3%, Motorola president Galvin 2%. Dr. DuMont came in fourth, mentioned on 13% of ballots, in tabulation of nation's outstanding business figures. United Airlines president Eddie Rickenbacker was No. 1 with 27%. RCA was No. 12, and mentioned on 40% of ballots, in tabulation of outstanding corporations, with General Motors selected for first place on 63% of ballots.

Plant Expansions: RCA dedicates new tube plant in Cincinnati June 11 to memory of late RCA Victor executive v.p. John G. Wilson; it's old Rich Ladder Mfg. Co. plant, 136,000 sq. ft. and 17 acres, will be devoted mainly to subminiature tubes . . . GE broke ground May 30 for new 50-acre, 338,000 sq. ft. plant costing $15,000,000 at New Hartford, N. Y., near Utica, for manufacture of military electronics gear, expected to be completed in 12-15 months . . . Willys-Overland acquiring new Toledo plant for electro-mechanical production, will employ about 100 electronics and mechanical engineers on 2 developmental contracts for Signal Corps and Glenn L. Martin Co. . . . National Video, Chicago cathode ray tube manufacturer, building new plant at Grayslake, Ill., plans production there in 4-6 months.

Bearish on fall TV sales is retail furniture consultant Arthur Fertig, who feels buying trend earlier this year is "very likely to recede sharply in the last half of the year." Furniture and home furnishing stores, he says in interview in May 24 "Buyers and Sellers" column in *New York Herald Tribune*, won't meet high volume of last half 1950. "Saturation points temporarily appear to have been reached in TV, particularly in the East," he says—which would indicate he doesn't believe Regulation W is sole villain of present TV sales slump. TV-radio accounted for 13.62% of total furniture & home furnishing sales first quarter 1951 vs. 9.36% same period 1950, Fertig says.

Canadian RMA reports 4409 TVs sold by factories for $2,500,867 during April, with inventory of 3636 units as month ended. Table models under $400 list totaled 153, over $400 totaled 1373. Consoles under $500 totaled 97, over $500 totaled 2722. TV-phonos numbered 64. Windsor area (Detroit) took 36% of April sales, Toronto-Hamilton 34%. First 4 months of 1951 unit sales were 18,461, valued at $10,197,722. Cumulative TV sales to April 30 totaled 56,284 valued at $26,474,305, with 43% in Windsor area, 35% in Toronto-Hamilton, 17% in Niagara Peninsula, 5% other areas.

From theatre owner to TV dealer is story told in May 25 *Tide Magazine*. Seems Colver, Pa., theatre owner ran only movie house in coal-mining community with weekly attendance of about 1700. Recently attendance fell to 700. Looking over rooftops of town of 1500, theatre owner saw TV aerials all over the place, immediately boarded up his theatre, opened up TV store across the street.

Mobilization Personals: Everard L. Stuhrman, ex-Air Force procurement, named deputy chief, and H. J. Bradfield, ex-Defense Dept. Research & Development Board, technical div. chief, Office of Electronic Programs, Munitions Board . . . Clay P. Bedford, Kaiser-Frazer v.p., appointed assistant to Mobilization Director Charles E. Wilson, in charge of expediting defense production.

Mobilization Notes: First of 3 new consumer durable limitation orders for third quarter—M-47 steel order, amended June 1—limits manufacturers to 70% of steel used during average base period quarter, as expected (Vol. 7:20). Scheduled to appear shortly are similar orders on copper (60%), aluminum (50%).

Most objectionable features of old M-47 (which imposed 80% steel limit for second quarter) have been eliminated in new order, as recommended by TV-radio manufacturers (Vol. 7:10-11,14). Here are the major changes:

(1) "Straitjacket" provision of old order—which in effect froze manufacturers' "mix" as between (a) radios, (b) radio-phonos, (c) TVs, (d) TV combinations, (e) phonos & record players—has been modified. The 5 categories have been broken down to 3 now: (a) Radios & radio-phonos, (b) TVs & TV combinations, (c) phonos & record players. This permits more flexibility of output to meet consumer demand.

(2) Old order's discrimination against "assemblers" as distinguished from "manufacturers"—which discouraged conservation—has been wiped out entirely. "Assemblers"—including possibly half the TV-radio set makers—will no longer be required to limit their output to a percentage of the units they turned out during base period. As of July 1, they will have 3 alternative methods of limiting their use of steel: (a) By weight of steel used in parts; (b) by number of steel-containing parts; or (c) by number of end units.

(3) Alternative base period of second-half 1949 is provided for seasonal manufacturers dissatisfied with first-half 1950 base. Since industry turned out more than twice as many TVs during first-half 1950 than during second-half 1949 (3,114,000 vs. 1,557,000), and considerably more radios, most TV-radio companies will probably stick with 1950 base.

* * * *

Electronic distributors' stocks of power and special purpose tubes, test equipment, wire and cable, batteries are "seriously depleted." This was indicated in survey of 237 distributors transmitted to NPA May 28 by Electronic Parts & Components Distributors Advisory Committee (for membership see Vol. 7:10). Survey showed receiving tubes in good supply, except for spot shortages in individual types. Special distributors' task group report urged that licensed "ham" operators be authorized to use DO-97 (maintenance, repair and operating supply) priorities to obtain replacement parts. Other recommendations by distributors: (a) At least 50% of first-half 1950 production of test equipment be made available to distributors during remainder of 1951. (b) NPA reconsider committee's proposal (Vol. 7:10) to make available during second-half 1951 at least 150% of number of replacement parts sold during first-half 1950, in light of TV's phenomenal expansion. (c) No inventory curbs be placed on finished goods.

Four certificates of necessity for accelerated tax amortization on new electronic production facilities were approved by DPA, out of total of 135 certificates for rapid depreciation of $178,485,663 in new productive facilities of all types issued week ended May 25. Certificates were granted to: Stewart-Warner Corp. for production of electronic equipment at Chicago, $958,600 at 75% amortization; F. W. Sickles Co., Joliet, Ill., transformers and coils, $386,750 at 75%; Sangamo Electric Co., Carbondale, Ill., mica capacitors, $347,307 at 75%; Lavoie Laboratories Inc., Morganville, N. J., electronics, 47,780 at 85%.

Picture tube sales took drastic drop in April, RTMA reports. Only 278,955 worth $6,869,181 were sold, compared with 608,396 which sold for $16,064,425 in March.

Paramount Pictures Corp., with its Lawrence tri-color tube (Vol. 6:18 et seq & 7:16), shapes up as dark horse in color set production field with announcement that it will make sets with tube—first probably available in July, though tube has never been demonstrated publicly. Color work is being done by Chromatic TV Labs, 50% owned by Paramount, 50% by inventor Dr. Ernest Lawrence and associates (U of California, Berkley). Officials say: Company has acquired some production facilities from Machlett Labs, which has made the tubes, is obtaining more in Stamford, Conn. They'll make 16 & 21-in. round tubes, offer them to other manufacturers, but none has bought any yet—not even CBS-Hytron ("they seem to like the drum"). Other tube makers have approached company with proposals for making tube themselves, but no agreements have been reached. A "wild guess" at price of color sets, with tube, is 25-30% more than black-and-white. Screen of tube comprises thin aluminum strips, phosporcoated. Chromatic promises "limited public demonstrations" within 30 days, reports following scientists on its staff: Dr. Luis Alvarez, inventor of GCA air navigation system; Dr. Edward McMillan, co-discoverer of plutonium; Dr. Andrew Longacre, early worker on radar. Note: Paramount is big stockholder in DuMont, opponent of CBS color system, but DuMont has no voice in Paramount's TV policies—largely influenced by v.p. Paul Raibourn.

A "history" of color TV, written by 6 students of Harvard Graduate School of Business Administration, was reported by *New York Times* this week. "History" had erred only as to date when it had Supreme Court sustaining FCC on July 2, 1951. Then, the students predicted, on Nov. 1, 1951, Commission began to have doubts, and in "April of 1952" reversed itself, chose RCA's system, whereupon "CBS accepted defeat, shook hands with RCA, and the new FCC decision was not carried to court."

Color conversion kit will be offered within 60 days, says Celomat Corp., New York, early enthusiast for CBS system (Vol. 6:41). President Myron Greenwald says that it will sell for under $30, also that "de luxe" 12½-in. converter will be offered shortly. Black-and-white set must first be adapted by serviceman to 405-line, 144-field standards before kit can be used.

Hytron subsidiary Air King, soon to be part of CBS holdings (Vol. 7:15, 20), has invited press for demonstration of combination color and black-and-white TV receiver at its Brooklyn plant, Monday, June 4. Hitherto a heavy private-brand producer, Air King is slated to turn out TVs and radios under "Columbia" brand, has lately been seeking to build up distributorships.

Another color system: John Sherman, technical director of WTCN-TV, Minneapolis, and Edwill Fisher, printer and photographer, are reported by UP as claiming invention of system which may be "the ultimate answer to the whole color TV squabble." They believe they have system which would permit stations and set owners "to modify their equipment inexpensively for color."

Someone at FCC was being coy when he placed on press table an RCA radiogram on color decision from Stephane Mallein, Radiodiffusion Francaise, Paris, to "Monsieur Wayne Coy, President, Federal Communications Commission," reading: "Vives felicitations pour brilliante victoire."

More lead and zinc will be reserved for defense program—and consequently less will be available for civilian production—under amendments issued May 28 to basic NPA orders M-9 and M-15 (zinc) and M-38 (lead).

President has asked Congress to give FCC $1,340,000 for monitoring purposes, in addition to $6,000,000 already appropriated by House.

Financial & Trade Notes: Latest Emerson earnings report, released June 2, is illustrative of downward pace of profits to be expected this year, result of reduced TV sales and higher taxes. For 26 weeks ended May 5, Emerson net profit was $2,366,542 after taxes ($1.22 per share) as against $3,048,948 ($1.57) for comparable period ended May 6, 1950. Before taxes, the 1951 figure was $5,121,952. Sales figure wasn't available at press time, but it's recalled that president Benjamin Abrams predicted in February that 1951 sales will equal 1950's $74,188,297 (Vol. 7:2, 6) but said "we'll have to go some" to achieve 1950's earnings of $6,514,716.

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Warner Bros. Pictures Inc., reflecting not only higher taxes but diminished movie attendance, reports net profit of $3,827,000 (56¢ per share) for 6 months ended Feb. 24, compared with $5,897,000 (80¢) in 6 months ended Feb. 25, 1950. Profit is after all charges, including $4,200,000 provision for taxes and $400,000 for contingent liabilities. Total revenues declined to $57,143,000 for the period from $64,800,000 for similar period preceding year.

The Wall Street Journal reports boxoffice receipts in many areas now running 17-33% below last year, quotes Southern California executive as fearing "this summer will murder us," states Chicago losing film emporiums at rate of one weekly to tune of $6000 a week in tax revenues, 134 closing in Southern California last year.

Walt Disney Productions reports $201,914 net profit, or 30¢ per share on 652,840 shares outstanding, on total income of $2,357,845 for 26 weeks ended March 31 vs. $75,905 (10¢) on $2,251,444 for same period last year. Firm has set up Herrell Productions Inc., as controlled subsidiary, to produce films for TV, including commercials, spot announcements, serialized drama and comedy shows.

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Quarterly analysis of business profits of 617 companies by *Wall Street Journal* shows earnings first 3 months of this year 21.3% higher than same 1950 quarter. In "Electrical & Radio" category, 22 companies showed $84,745,929 earnings first quarter, up 7.3% from $78,966,895 for same 1950 period.

National City Bank of New York, making similar analysis of 18 leading electrical equipment, radio and TV firms reports their combined first quarter income as $65,871,000, up 8% from first quarter 1950's $60,882,000 but down 38% from fourth quarter 1950's $106,733,000.

Identities of the companies were not revealed in either report.

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Motorola, which contributes 20% of yearly profits to its employes' savings and profit-sharing fund after deduction of 5% of company's net worth, transferred $2,295,000 of its record 1950 earnings (Vol. 7:11) to that fund—representing company contribution of $4.41 for every $1 paid in by participating employes. Amount was new high, compares with $1,654,120 in 1949, brings current value of fund to $7,093,059. President Galvin illustrates fund's benefit by noting that if an employe put $200 into it each of last 3 years, starting when fund began in Nov. 1947, his account would now be worth $3808.

ABC board this week approved proposed merger with United Paramount Theatres Inc. (Vol. 7:21) into new firm to be known as ABC-Paramount Theatres Inc. Deal now awaits exchange-of-stock details, formal application to FCC for license transfers.

Radio & Television Daily's 1951 *Radio Annual* is 1280-page compendium of TV-radio stations, advertisers, agencies, unions and other organizations, includes list of most-wanted telephone numbers in New York, Chicago, Washington and Los Angeles.

Telecasting Notes: Canada's first TV station, 5-kw Canadian GE installation with 500-ft. 6-bay superturnstile, operating on Channel 9 in Toronto, won't get started until early 1952, according to CBC engineering dept. Second should be ready in Montreal, 15-kw Canadian RCA job on Channel 2, few months later—possibly June. They'll be known as CBL-TV & CBF-TV, respectively. Delay in construction start until early fall is being caused by delivery of steel for towers, and materials shortages are also given as reason for fact there are no other CPs for commercial TV outlets yet. Studio equipment for both stations is being supplied by British Marconi . . . Goar Mestre, CMQ & CMQ-TV, Havana, reports he's planning TV network expansion, as is rival Union Radio (Vol. 7:21), states he has bought 2 transmitters from DuMont, 2 from GE, to be installed at Matanzas (Channel 9), Santa Clara (5), Camiguey (6), Santiago (2); he plans to buy 2 more for Holguin (4) and Pinar del Rio, and to link them via 17-relay microwave setup between Havana and Santiago (520 miles) and between Havana and Pinar del Rio (100 miles) . . . ABC-Paramount TV-radio operations may be consolidated under one roof—big ABC Television Center on W. 66th St., New York—after merger, because NBC wants ABC space in Rockefeller Center. Moving Day probably will come early in 1952 . . . ABC-United Paramount Theatres merger (Vol. 7:21) has led film trade press to make much of fact that Balaban & Katz, UPT Chicago area chain, has signed top TV stars for its Chicago Theatre this summer, including Milton Berle, Martin & Lewis, Sid Caesar, Imogene Coca . . . Herald Tribune columnist Hy Gardner hints ABC is dickering with RKO to take over New York's Palace Theatre for conversion into TV theatre . . . San Francisco's KPIX and AM outlet KSFO quit Mark Hopkins Hotel studios in early December, moving into new 3-story structure including 3 large TV studios being built at cost of $500,000, Van Ness Ave. & Greenwich St. . . . George Storer, Fort Industry Co., has pulled out of Consolidated Television Broadcasters Inc., recently formed film producing syndicate (Vol. 7:17-18); says he will soon have different plan along same lines . . . First TV educational "commencement" was celebrated June 1 when WFIL-TV, Philadelphia, played host to FCC Comrs. Coy Hyde, Sterling, Webster and presidents of 20 colleges cooperating in *University of the Air*, which it has carried 11-noon each weekday since January (Vol. 7.2) . . . Miami's WTVJ (Lee Ruwitch, mgr.) has made special arrangement with Miami Beach's new Continental Hotel whereby TV station and ad agency folk get special $5 per day rate for $10 double room.

Group of Atlanta business men has again filed request with FCC for approval of sale of Channel 8 facilities of WSB-TV (Vol. 7:15). Known as Broadcasters Inc., applicant lists textile manufacturer Walter C. Sturdivent Jr. as president, includes also broker Clement A. Evans, 14 others. Sale price is $525,000. WSB-TV owners *Atlanta Journal & Constitution* plan to retain call letters but switch to Channel 2 (WCON-TV) operation as soon as current tests prove out. WCON-TV was originally granted to *Constitution*, but when that newspaper was merged with *Journal*, new company had to give up one or the other. First application for sale was returned by FCC because it couldn't tell who ultimate stockholders would be—two-thirds of stock being held by Evans' firm (Vol. 7:18).

Mutual cut AM network rates least of all networks—10% for 1-10:30 p.m. periods as of July 1, offering also half-rates for Sunday afternoons instead of present two-thirds night rate. It's thus last of 4 networks to reduce rates. ABC cut same periods 15% (Vol. 7:20), while CBS and NBC cut afternoon hours 10%, night segments 15% (Vol. 7:15-18).

Transit FM is unconstitutional—the commercials at least. So District of Columbia Court of Appeals ruled unanimously June 1 in first test case. Decision will be appealed, since there are 15 such operations, with big investments, and Supreme Court is likely to consider case because of novel constitutional question involved. It can't get to highest court before next fall. Some radio attorneys contend decision challenges radio-TV commercials in general. Decision was based on Fifth Amendment, said: "The Supreme Court has said that the constitutional guarantee of liberty 'embraces not only the right of a person to be free from physical restraint, but the right to be free in the enjoyment of all his faculties . . .' One who is subjected to forced listening is not free in the enjoyment of all his faculties."

George A. (Dick) Richards' death May 28, at age of 62, means dropping of case against the 3 radio stations he controlled—KMPC, Hollywood; WJR, Detroit; WGAR, Cleveland—though FCC may go through form of ruling on charges leveled against him that he slanted newscasts against Franklin D. Roosevelt, the Democrats and Jews. Three-year-old case has been cause celebre, resulted in long hearings, recent strongly-worded proposed findings by FCC general counsel Benedict Cottone urging licenses be revoked. Fight against charges has cost some $2,000,000, said stations' president John J. Patt in reply. Richards became critically ill last week of disease of the arteries, had been living at Detroit Athletic Club since return from Europe about year ago.

Theatre telecasts of college football games got boost last weekend when National Collegiate Athletic Assn.'s TV committee ruled that any 7 out of 10 games scheduled by NCAA member colleges will be available to movie houses this fall, leaving theatre interests free to negotiate with individual colleges. But Illinois legislature this week passed bill, 110-7, forbidding theatre TV unless same game is simultaneously available on free public TV. Measure now goes to Senate. Meanwhile, Esso reportedly turned down NCAA bid to sponsor "controlled" football telecasts (Vol. 7:16), presumably because of anti-trust implications of NCAA's experimental "game of the week" plan. Big Ten approved NCAA plan May 27, will permit each member college to televise one home game, one away.

First commercial uhf application came to light this week—filed May 7 by WSBA, York, Pa., in form of amendment to pending vhf application. Station asks for Channel 43, proposes 70 kw ERP, 550 ft. above average terrain, using RCA 5-kw transmitter. This week, WHK, Cleveland, and WIBX, Utica, also filed for uhf, amending vhf applications. [For all TV applications to date, see *TV Factbook No. 12* with Addenda to date; for detail about this week's applications, *see TV Addenda 12-U.*]

TV programming meeting June 22 in Washington's Hotel Statler will be addressed by FCC chairman Coy and Senator Johnson (D-Colo.), chairman of Senate Interstate & Foreign Commerce Committee. Meanwhile, acting NARTB-TV general mgr. Thad Brown and staff are analyzing May 6-12 program logs (Vol. 7:20).

Speakers at TV panel of Advertising Federation of America convention June 13 in St. Louis will be George Burbach, KSD-TV; Louis A. Hausman, CBS; Don L. Kearney, Katz Agency; Don McClure, McCann-Erickson; Newman McEvoy, Cunningham & Walsh; John A. Thomas, BBDO; Louis Westheimer, Westheimer & Block, St. Louis. Eugene S. Thomas, WOR-TV mgr., is program chairman.

TV commercials are better than radio commercials. That's opinion of 70% of 200 Chicago viewers, interviewed by Pilot Surveys Inc. for ad agency Gourfain-Cobb. Major reason given for attitude, survey explains, is that TV commercials make it possible to see product advertised.

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Special Color Reports
June 2, 1951

In This Section: Color Issue—Public Now the Arbiter, *page 1*. The Color Edict—Impact on the Trade, *page 5*. Colorcasting—Choice up to Stations, *page 4*. Industry Comments on Color TV Plans, *pages 6-8*.

COLOR ISSUE—PUBLIC NOW THE ARBITER: Supreme Court's color decision clears up the litigation -- but not much more. Still left wide open are the really basic economic and technological questions:

(1) Can CBS get anywhere, almost single-handedly, with a system that can't be picked up by any of the nearly 13,000,000 TV sets in use?

(2) How soon will the "right" compatible system, backed by overwhelming majority of industry, be welcomed by FCC through its "open door"?

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Text of court's 8-1 decision of May 28 was sent you the day issued. It sustains FCC choice of CBS system, thus permitting it to go commercial in 25 days. It speaks for itself, but crux is probably contained in this sentence:

"But courts should not overrule an administrative decision merely because they disagree with its wisdom."

Justice Frankfurter's doubts, reflecting same what's-the-hurry attitude manifested by lower court, are epitomized in:

"What the Commission here decided is that it could not wait, or the American public could not wait, a little while longer, with every prospect of a development which, when it does come, concededly will promote the public interest more than the incompatible system now authorized."

* * * *

Decision came as no surprise, hence no great shock -- except to TV trade, already in doldrums, now more becalmed than ever. Buying of TV receivers, competent sources say, has all but stopped as inventories pile higher (see Trade Report).

No one was startled into taking a new position -- neither industry, FCC, Sen. Johnson nor CBS, though it was noted that the CBS broadcast claims about the immediacy and low cost of adaptation, conversion and new color receivers were much less extravagant, much more toned down than when it won its first victory.

FCC Chairman Coy and Sen. Johnson, if anything, went out of their way to make clear that Commission is duty-bound to reconsider compatible systems whenever proffered. Also, intra-Commission talk has been dropped, for time being at least, of "forcing" CBS colorcasts upon recalcitrant stations (see story, p. 4).

Stations are as reluctant as ever, even CBS affiliates indicating they'll experiment with off-coaxial colorcasts slowly and cautiously, if at all.

Most manufacturers stand as before (see symposium, pages 6-8). No major set maker says he'll produce CBS-type receivers now. Some reject system flatly and completely; many say they'll wait and see how the public reacts; others offer no comment. Handful of smaller outfits say they'll make them -- including, of course, soon-to-be CBS subsidiary Air King (Hytron).

* * * *

So it's CBS's baby -- almost entirely -- and there's public choice. Whether it can build brand new audience fast enough to make colorcasting commercially worthwhile for itself and other telecasters, in light of today's materials shortages and slow purchasing pace, is up to CBS and its followers to prove.

Officially, CBS says it will shortly expand its present 10-11 a.m. daily experimental telecasts in New York, promises "substantial schedule" in a few months, with feeds to other stations on network.

CBS doesn't say which stations would accept color, but claimed it had 15 ready to go last Nov. 20, before RCA appealed FCC decision. It has done good sell-

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JUN 4 1951

ing job to advertisers, has several lined up to pay token rates for initial color audiences in order to enjoy publicity claims of "firsts".

But how long can CBS carry the burden? Presumably it's counting on Air King to sell color sets, also on rich return in patent royalties. But major manufacturers make it clear that a lot of litigation will pass through the courts before they pay any extra royalties for CBS color -- if they ever do make field-sequential sets.

CBS, too, is now "one of the boys," from manufacturing standpoint, so can suffer same problems of economic dislocation which affect competitors.

* * * *

FCC has adopted theory of "gradualism" in regard to CBS color. Chairman Coy's ideas are fairly representative of opinions held by other commissioners we've contacted. Here's his sizeup, expressed during colloquy with Senators Johnson and Magnuson at May 29 hearing on his appointment for 7 more years on Commission:

"It will begin something like black-and-white did. I expect some color in 30 days. CBS will probably be first, probably in fringe hours. The public can then buy adapters, or new sets with built-in adapters, or color converters, or complete combination color-monochrome sets.

"You need broadcasts for the incentive to build color sets. I'd think manufacturers would now be in position to make any of these units immediately, since they've been on notice since our order was issued last September.

"I expect Air King to make color sets, of course. And I have reason to believe that one or more of the major manufacturers will find it to be a competitive advantage to break into the manufacture of such sets. This is the most competitive business in the country. None of these manufacturers will let a young upstart become the leader.

"Another thing is the resistance to set-buying currently. The answer to this problem would seem to be: (1) Reduction in prices or cheaper sets, (2) Color. The Supreme Court said so clearly that we weren't arbitrary and capricious that people will expect color.

"Some color sets will be on the market before the end of summer. Colorcasts will begin slowly. I think impetus will come from the sports promoters who will make events available for color and not to black-and-white.

"There is a natural turnover in sets. Next time people buy, they'll buy color. People who bought recently will probably buy adapters or converters. Converters will probably cost $100-$150."

Nothing about "making" stations broadcast color was asked or volunteered during hearing. Several other commissioners say there is no such intention. One said such action might be considered "if there appears to be concerted action to thwart the system by placing artificial barriers in its path." It was pointed out by one staff member that precedent exists, in that FCC required at least minimum hours of programming from black-and-white stations.

* * * *

"Open door" for compatible systems is truly open, Coy insisted during his Senate hearing. Sen. Johnson asked:

"Suppose I invented an improved system and I wanted to get the right to broadcast it. Would the door be closed, the situation frozen?"

Coy answered: "The door is not closed; it's never closed. We couldn't, if we wanted to, prevent a new development in the public interest. We wrote into our order the procedures whereby new systems would be considered. We said we're not foreclosing a new system. We said you must have field tested it and developed it to the stage where it has a reasonably good chance of replacing the one we adopted. We authorized experimental operations. I don't think that's foreclosing such systems."

"Is your decision likely to speed up a compatible system, now that you've adopted a color system?" asked Sen. Johnson.

"I think it's self-evident," Coy replied, "that the decision will give new impetus to such developments. We've had promises before. The RCA system came in under forced draft when we invited 6-mc color proposals."

"My feelings exactly," said Sen. Johnson.

Other commissioners have same attitude -- but it's obvious any compatible system will have to be tied up with a pretty red, blue and green bow, with no loose strings, before Commission takes another look. Said one commissioner:

"Remember, we've chosen a system. We've litigated it through the courts. Certainly, we're not going to jump lightly from one system to another. Investments will be made. People will be assuming some stability. Yet we'll always consider new developments. We have to."

Open mind on dual standards, commercializing both CBS and compatible systems, was indicated by another member, who also takes tough "show me" attitude.

* * * *

All-out all-industry work on compatible systems continues unabated. Report of Ad Hoc color committee of National TV System Committee (RTMA & IRE) is now being circulated in the industry (Vol. 7:18).

Members are satisfied that basic job is done, agreed on major principles. They're field-testing individual techniques of handling details, such as sampling frequency, oscillating color sequence. NTSC is inviting all manufacturers to participate in field tests, utilizing colorcasts of RCA-NBC in New York, Philco in Philadelphia, DuMont in Passaic. Motorola is reported installing color gear in Chicago.

Confidence of Ad Hoc members, all distinguished men in their field, is truly remarkable. They're apparently not at all shaken by court decision. They're fully convinced they've got the system, and that FCC must eventually adopt it.

It's manifest there's plenty of uncertainty in highest FCC circles now, albeit flushed with court victory. Commission will stick by its criteria, and "remote pickup" is constantly reiterated fetish. What some industry folk don't seem to appreciate is that FCC people regard an outdoor camera as crux of compatible system. Said one staffer:

"When they've televised a crew race in color, then I'll tell you when the Commission will act favorably on a petition for a new hearing."

Industry experts say remote equipment is minor apparatus matter. Such gear, we're told by the scientists, will be disclosed at proper time.

Two of NTSC's prime movers met with Coy May 31 to present "progress report" on industry's work with compatible systems. NTSC's chairman Dr. W.R.G. Baker (GE) and Ad Hoc chairman David Smith (Philco) came away from reportedly friendly session, after hearing Coy reiterate statement that FCC is obliged to look at new systems after proper development and field testing.

RCA isn't letting up one whit (see statement on p. 6), immediately announced it would hold public demonstrations of its system in New York -- probably piping signals to Washington, too -- and let the public compare.

RCA is throwing tri-color tube wide open to entire industry, has invited 231 receiver and tube makers to June 19-20 technical symposium in New York's Waldorf-Astoria, will disclose complete and latest know-how, tell of plans to make samples of tubes and components immediately available.

Indicating hard row the compatibility boys must hoe, however, is attitude of one commissioner who seemed a little leery about such public demonstrations. "I think it would raise serious questions," he said, "if anyone made demonstrations for the purpose of combatting the system adopted. We don't grant experimental licenses for the purpose of exploitation. Of course, closed-circuit showings would be out of our jurisdiction." There's possibility sample receivers will be offered commissioners to view in their homes.

* * * *

Color story has become quite familiar to public, and newspapers have become quite deft in telling it. Few metropolitan reporters fumbled the story this time. Fact is that, whatever qualms it may currently be giving set owners and prospective purchasers, they've heard and read so much about "color now" that they'll believe it when they see it.

Editorialists were pretty calm and unhurried. Said Washington Post, which

has consistently favored CBS color and which is the co-owner with CBS of WTOP-TV:

"The choice between color and black-and-white broadcasts will then be up to the public -- the appropriate final arbiter in our judgment...If RCA comes along soon enough with a superior 'compatible' method of transmitting color, it will have its chance to win the public's favor."

New York Herald Tribune: "At best, it probably will be a slow process to get enough sets into the hands of the public to make color TV a flourishing enterprise; owners of present black-and-white sets will continue to get years of use from them. To the layman, it seems unlikely that the cumbersome wheel on the CBS set will be a permanent feature of color TV. But the layman has sufficient confidence in the engineering and scientific talent of the nation to believe a convenient and workable system can be devised, whether by CBS or RCA or the combined abilities of both."

New York Times: "Because of the technical changes that must be made in millions of installed sets and because priorities have lately been established to govern the allocation of materials, the introduction of TV in color will be slow... There is still confusion...There will be more research. The public will sit on the improvements that will emerge, and act as its own court, if given a chance to pass judgment. As for the Commission, it was created to act in the public interest. This being so, it can hardly refuse to reconsider, amend, even reverse decisions if they are no longer tenable in the light of technological progress."

COLORCASTING—CHOICE UP TO STATIONS: What the stations will do about carrying color, now that talk of "implementation" and "minimum color hours" has receded at FCC, at present appears to be fairly clear.

It looks like a free choice for telecasters -- for a while, at least -- with CBS facing the tedious and expensive job of persuading reluctant stations to break the chicken-egg cycle. It's anybody's guess how many will go along, but it's clear CBS's best prospects will come when freeze lifts and when its non-compatible system can start from scratch in virgin TV territory.

Big-stick attitude (you-do-as-we-say-or-else) isn't so evident at FCC as formerly. Partly, this is due to sober caution on part of commissioners waiting to see just how much dislocation their decision has wrought. Partly, it's due to staff reorganization (Vol. 7:21).

There's this attitude, too: Why club 'em over the heads until you're sure you have to? Commissioners and staff still can't shake off doubts raised by fact that preponderant industry and technical opinion is opposed to incompatibility, insisting that superior compatible system is in offing.

* * * *

Thus, apparently, nature will be allowed to take its course -- with telecasters lending one ear to CBS, other to compatibility proponents, while keeping both eyes on FCC. Some CBS affiliates will accept some fringe-hour color from cable, making no equipment investments until sure the system is really "in".

But they won't throw out good commercials to make room for color, while competitors stay with monochrome and take advantage of audience desertions to them during the years that few color sets will be in use.

Everybody, including CBS, is carefully assuring public that black-and-white isn't out the window -- will be with us for a long, long time.

Most stations say they have no color plans, or prefer not to talk about color yet -- obviously fearful not only of all-powerful FCC but of loss of audience, and of course mindful of local dealer complaints about reduced set sales.

Radio lawyers and consulting engineers, most of them opposed to any incompatible system, are advising their TV station clients to sit tight, hoping upcoming allocations hearing won't be dominated by the color imbroglio. But they're generally expecting certain commissioners will make it point to elicit rosy promises about colorcasting plans from stations and applicants.

CBS's Washington outlet WTOP-TV, jointly owned with Washington Post, plans to carry color in fringe time at first, following lead of network's New York key WCBS-TV. Manager John Hayes says he's "firmly convinced public will go for color."

CBS's Boston affiliate, Yankee's WNAC-TV, announced it "has ordered the technical equipment necessary to project color programs as they are received over existing circuits from New York."

* * * *

One of sanest appraisals of colorcasting problem from a CBS affiliate is that of E.K. Jett, ex-FCC member and its onetime chief engineer, a calm and savvy gentleman with a fine public service record, who now runs Baltimore Sun's WMAR-TV:

"We will cooperate fully in bringing color to Baltimore," said he. "It will undoubtedly come from the network at first. When sufficient public interest is evidenced, and when equipment is available, we will originate local colorcasts.

"Lack of compatibility is going to be hard to live with for some time, especially in an area like ours which has 375,000 families and 300,000 sets -- very near saturation. I think TV stations will have to maintain a substantial schedule of black-and-white for a long time to come."

Jett then made some pertinent observations, posed pointed questions:

(1) When materials limitations really begin to bite manufacturers, how can they see their way clear to change over to color sets? Color sets will emerge, but won't they be greatly limited in number for some time?

(2) The public won't rush to buy color receivers until it sees what kind of programs are telecast, at what time of day. And certainly, cost has to be right.

(3) Public must be confused by kinds of color sets in prospect. Currently, the CBS system is labeled "mechanical," is said to be limited to small screens. But what of the drum permitting big screens? How about the tri-color tube? Will public want to wait for these promised developments before it buys? CBS's new tube-making subsidiary Hytron is an RCA licensee, may be able to make tri-color tube. Will mere promise of tube restrain potential disc-set buyers?

(4) Public will continue to buy black-and-white at today's bargain prices. Demand lately has tapered off due to normal summer slump, Regulation W, and the fact that saturation is being approached in some areas.

THE COLOR EDICT—IMPACT ON TV TRADE: "Confusion worse confounded" just about describes thinking in TV trade in wake of Supreme Court's color decision and resultant publicity. But attitude of the sellers of sets is well expressed by one of them:

"Let's see the sets; we'll sell anything the public will buy."

What the manufacturers think, is best recounted in their own comments published in comprehensive symposium herewith. They and trade generally are still for compatibility, by and large, but they're watching trade winds (and each other) very closely indeed. There's no stampede to tool up for CBS color; mostly, the attitude is one of "wait and see" how public reacts -- whether there's the "sweeping demand" so confidently expected by FCC-CBS proponents.

Receiver sales were beginning to pick up rather nicely in many parts of the country last few weeks, considering the season, and some slight inroads were being made into inventories -- and then the news broke.

Now business has turned bad again, we're told -- and even fall prospects have been dimmed by this uncertainty, added to Regulation W and other factors conducing to slower buying pace. It's really too early to gauge actual impact of color news, but some manufacturers-wholesalers-retailers are wringing their hands.

This week's trade wasn't good barometer, anyhow, because of Memorial Day.

Wait-and-see attitude arouses natural speculation whether public will go to cost and trouble of adapting present sets (to get black-and-white during colorcasts), converting present sets (to get color in same set or on slave units), or buying such new color combinations as may be offered -- all at a price.

Since today's depressed TV market is a price market, with low-end units at around $200 selling best, tradesmen wonder whether people will pay substantially more for equipment capable of receiving such few hours of color, mainly during fringe viewing periods, as CBS and the stations it feeds will offer.

You get every-which-way kind of answer to this -- the consensus being, CBS

included, that it will take years for color to take hold. What trade fears is that these may be years of the locust so far as selling present-type sets is concerned.

That CBS will turn on promotion heat, goes almost without saying. It's reported in trade circles that big ad splurges have been prepared cautioning public not to buy any TV sets unless they're at least adapted to get color signals in black and white. That could start a round of lawsuits and trade-practice complaints that would keep whole industry in turmoil for months, further confusing public.

The estimated 1,750,000 or more TVs now in inventory aren't so adapted -- though adapter units could be marketed -- and a complete stoppage of buying could spell ruin for a lot of businesses.

The major manufacturers could offer adapters for present sets, which also means service fee to install them. They'll fight back, if CBS promotion hurts their trade, by pointing to FCC Chairman Coy's assurance that door isn't closed to compatible systems, which of course could render CBS system obsolete overnight if adopted.

There's also logical question: Will public wonder why brand-name firms, with great businesses to protect and reputations to maintain, don't make color sets or converters? Will that confuse buyers to point of no sales?

Or will some "upstart" firms, as Coy suggested, seize leadership away from established leaders in the "rush for color" so confidently expected by proponents?

Or will some big boys get on CBS bandwagon without waiting for compatible systems promised by RCA, Hazeltine, GE, Philco, DuMont, Sylvania, other top names?

* * * *

Organized manufacturers' RTMA meets in Chicago next week for annual convention, but they won't do anything giving semblance of "conspiracy" against edict. CBS's Hytron (Air King) is member of RTMA, thus has voice in its affairs. Air King, it's said, also has inventory problem -- and of course Hytron has big stake in receiving and picture tube business, now taking beating due to lowered demand for TVs.

CBS's Hytron ownership, it's clear, means that company, with its "Columbia" brands, will strive to be major factor in TV-radio trade. Yet it could slip into same trade desuetude as others, if confusion means less buying of any kind of TVs.

It's rags or riches for CBS no less than for rest of industry, since it elected to go into the manufacturing field.

STATEMENTS BY PRINCIPALS IN THE SUPREME COURT LITIGATION

COLUMBIA BROADCASTING SYSTEM—"The decision of the Supreme Court removes the last road block to the public's enjoyment of color television in the home. CBS will shortly expand its present color broadcast schedule in New York, and within a few months expects to be producing a substantial schedule of color programs. Many of these will be sent over existing circuits to stations in other cities of the Columbia Television Network. The enthusiasm which both the public and important national advertisers have shown for color television gives great encouragement that this exciting new medium will grow rapidly."

EMERSON RADIO (Benjamin Abrams, president)—"We will not make CBS color sets because we don't think it's the right system. The right system will be a compatible system, and it will be here in 2 years. The Supreme Court decision will have a momentary effect on sales of black-and-white TV sets, but it will be a 7-day wonder. Even Air King [due to be CBS-owned] won't be able to get samples to the trade for 6 months, and mass production is at least 2 years away. Right now, color TV is a great mystery to the public; when dealers begin getting CBS color sets, the public will be able to see the limitations of the CBS system."

RCA (David Sarnoff, Chairman)—"The RCA has always maintained the policy that what is best for the public and the industry is best for its own welfare. That policy we shall always adhere to. We continue to be convinced that the best color TV system for the public and the industry is a compatible, all-electronic, non-degraded system. We have such a high quality system, and we shall demonstrate it to the public within the next few weeks. The public will be given the opportunity to judge for itself."

Statement by RCA May 28

"Now that the Supreme Court has made its decision, RCA will go ahead with public demonstrations of its improved compatible all-electronic system of color television.

"Everyone concedes that a compatible system is more in the public interest than a non-compatible system.

"At the time the FCC made its decision last year, it took the position that there was no satisfactory compatible system. Therefore, it adopted the less desirable non-compatible system.

"RCA has developed a fully compatible, all-electronic color system which provides reception of color broadcasts in black-and-white on the nearly 13 million existing sets, without any change whatever.

"Present set owners cannot receive any picture whatever from the non-compatible color system without buying an expensive adapter. Even with such an adapter they would only receive a black-and-white picture degraded in quality.

"To receive color they would also need to buy an expensive and cumbersome converter.

"Approval of the compatible system would save present set owners about a billion dollars, and would avoid waste of material and labor, which it is vital to conserve in these critical times."

Most Still Oppose Incompatibility

Industry Comments on Plans for Color Television

Following U. S. Supreme Court Decision Upholding FCC Adoption of CBS System

Full Text of Supreme Court Decision Published by Television Digest as Special Color Report of May 28, 1951

SURVEY OF THE TV RECEIVING EQUIPMENT MANUFACTURERS

(Replies to requests for comment, plus digests of comments published in other periodicals)

ADMIRAL CORP. (Ross Siragusa, president)—"There will be color eventually—at a cost, of course—but black-and-white will be with us as the mainstay of TV for at least the next decade. Our own feeling is that compatibility is still basic. It is too early to estimate the whole industry picture yet, but we can say again that we continue to have faith in today's excellent black-and-white television and tomorrow's compatible color."

AIR KING (David H. Cogan, president)—This company will shortly become a subsidiary of CBS, under recent Hytron merger deal (Vol. 7:15, 20), due to be completed next week when it's expected CBS will issue official statement—presumably regarding new "Columbia" brand receivers. Meanwhile, Mr. Cogan told newsmen models of color receivers will be shown at Chicago Furniture Show, disclosed plans for press showing of combination color and black-and-white receiver at company's Brooklyn plant, Mon., June 4.

"We're pretty well along in our tooling for such a set," Mr. Cogan is quoted in May 29 *Wall Street Journal*. "Material problems made it difficult to say when they'll hit the market. Under normal circumstances, it might be 90 days; we may possibly get some sets out by early fall."

How much will they cost? *Wall Street Journal* quotes Mr. Cogan as saying quite a bit more than black-and-white models. He put it this way:

"A color set probably will cost anywhere from 50% to 75% more than a black-and-white receiver with a comparable screen. In other words, a console color receiver with 12½-in. picture screen might run as high as $499; a similar size black-and-white set would retail for about $299." Story continues:

"As for converters, Mr. Cogan says he's not completely sold on them, but his firm may make a couple of thousand later on to see how the public responds to them . . . Mr. Cogan said, too, that Air King probably would make 'adapters,' but the quantity would depend on consumer responses . . . [He] estimates adapters will sell around $39 to $49."

CROSLEY (John W. Craig, executive v.p.)—"We have no plans to manufacture CBS color receivers at this time and are studying the overall aspects of this situation." Crosley had previously announced it has made provisions in some 1951 models for plug-in of converter units, can make converters if there is public demand. In trade press, Mr. Craig was quoted as stating: "We are still not convinced that the CBS system will be the ultimate one."

DuMONT (Allen B. DuMont, president)—"This decision does not alter the general situation in color in so far as we are concerned. We still feel the CBS mechanical color system is not suitable for the public. When acceptable color is ready, it will be an all-electronic system, which is still years away, despite all the progress made in that direction. We have no present plans for the manufacture of CBS-type color receivers."

FREED RADIO (Arthur Freed, president)—Told *New York Times* May 31 that "until consumer demand indicates public acceptance of CBS color, no Freed-Eiseman color receivers will be marketed." Also stated "dollars-and-cents minded" consumer is not now even buying black and white sets in volume. Washington ruling, Mr. Freed stated, cannot in itself make color TV a reality because a successful color transmission service must depend on the huge electronics industry that will manufacture the receiving and transmitting equipment and on TV broadcasters as well as the consumer.

GENERAL ELECTRIC (Dr. W. R. G. Baker v.p. and gen. mgr., Electronic Dept.)—"This [Supreme Court] decision came in same month that NPA placed restrictions on all TV construction projects; when CMP regulations were issued which exclude TV set production from any assurance of having steel, copper or aluminum after July 1; and when the Federal Reserve Board finally refused to ease Regulation W restrictions, which had effectively dropped consumer ability to purchase standard TV receivers to an all-time low.

"Against this background, it is impossible for [GE] to reach any immediate conclusion on its future plans in the color TV field . . . There is bound to be an extended period before the public can expect to have any substantial number of color programs available to it. It is possible [that] during this period a fully compatible system will gain acceptance by the Commission—a system which, unlike the CBS system, will give a black and white picture on every standard TV receiver, of which there are now over 12,000,000 owned and used in the American homes. Both the FCC and the Supreme Court have stated their preference for such a compatible system; the FCC has kept the door open for its consideration and possible adoption. Substantial progress has been made toward its achievement since the FCC color hearings closed.

"If this compatible system is achieved and should ultimately be adopted, then the CBS System will have been, in fact, an interim system, approved by the FCC in order to insure color during this transition period to those who desire to make the necessary investment in this type receiver.

"Against the present background of material, construction and credit restrictions, our company is in no position to estimate the number of persons who can and will buy the CBS type of color TV set. If there are a substantial number we will, as always, be guided by public demand. However, such receivers cannot be reasonably expected in production in the near future, due to needed development time, material controls, and the limited facilities available to us after meeting the requirements of our defense contracts and commitments. Transmittters and, particularly,

studio equipment cannot be realistically anticipated on a production basis at this time.

"To those who now own or may purchase a General Electric television receiver during this interim period, we do make this reassuring statement: If the CBS color system does gain general acceptance, we guarantee that there will be made available at competitive prices for use in conjunction with any television receiver General Electric manufactured after July 1, 1949, a means for receiving color programs originating in your local stations. That is a responsibility which we gladly recognize and which we will make every effort to fulfill within the limitations placed on industry by the present national emergency."

HALLICRAFTERS (Wm. J. Halligan, president)—Statement to press says company "will stand by until we see what the public wants." To *Wall Street Journal*, Mr. Halligan added: "We believe there may be a non-mechanical system soon, either RCA's or somebody else's, and we'd hate to go ahead with new sets or converters that would be obsolete in a short time. We'd be breaking faith with the public if we gave them something they couldn't use for long." To *Retailing Daily*, he said: "We're afraid that the new tooling to produce a color wheel or drum may take a lot of money and, once production is under way, CBS or RCA may come out with a color tube that will render the mechanical apparatus obsolete. I think you'll find every manufacturer in the same boat." Hallicrafters starts fall production line in latter July, with only slight model changes, plans 25-30% lower ouput than last year.

MAGNAVOX (Richard A. O'Connor, chairman)—"We will make color receivers when we can be convinced that the design will give value received to the consumer. We do not feel that the CBS system falls into that category unless some revolutionary improvements have been made since it was last demonstrated."

MATTISON (Richard Mattison, president)—Quoted in N. Y. *Herald-Tribune* as having already started production of "slave unit" converters to receive CBS color on existing sets, with 50 samples ready to go to dealers next week and 1000 per week production planned starting mid-June. Units will have 12-in. screens, will sell for $60 to $75, Mattison stated.

JOHN MECK INDUSTRIES and SCOTT RADIO (John Meck, president)—Via telegram: "Material controls make immediate production color units impossible. Further study required before decision as to exactly when production can begin." Press releases May 28 state all Meck and Scott receivers made since Jan. 1 equipped with adapter circuits for connection to color adapters, quotes Meck as welcoming Court decision as "end to one of the uncertainties that has beset the TV industry" and saying his companies will begin production of auxiliary color units "as soon as possible."

MOTOROLA (W. H. Kelley, sales mgr.): "No comment now."

MUNTZ TV (Don Adams, national sales mgr.)—Quoted in trade press as having already made pilot models and "probably will bring out color receivers in the near future."

OLYMPIC (A. A. Juviler, president)—"We have included converter devices in all of our sets for the past several months, so it would create no great problem in adapting them to receive either CBS or RCA color." Mr. Juviler told *Retailing Daily* Olympic has no plans for producing color equipment right now, but will make adapters and converters if there's definite demand. He added he thought current controversy is "academic" because critical materials restrictions will keep production of color equipment to a minimum.

PHILCO (James H. Carmine, executive v.p.)—"Current Philco TV receivers are engineered for adaptation to receive the color signals in black and white. We have no immediate plans beyond that, but we are continuing our work on an all-electronic system with direct-view pictures."

STEWART-WARNER (E. L. Taylor, sales mgr.)—Press release states all Stewart-Warner sets shipped since last November have been equipped with adapter jack, Mr. Taylor stating: "We will have an adapter to be used with our sets by the time color broadcasting is in general use."

STROMBERG-CARLSON (R. W. Tait, president)—"We have no specific plans in relation to CBS color and believe color telecasting is still a long way off. In any case, it will not replace the present black-and-white."

SYLVANIA (Max Balcom, chairman)—"It's too early to make any plans yet. At the moment it would seem that nothing really has been changed."

TELE KING (Harvey L. Pokrass, executive v.p.)—Announced development of "startling new method of receiving color telecasts on the field-sequential system" with patented unit called "Fadrak" described thus: "No wheel or drum is used, no motors or moving parts, and it can be adapted to present sets without enlarging the size of the cabinet." Mr. Pokrass is quoted as saying the unit will be cheaper than any type of color adapter currently on the market (though no price is indicated), adaptable either inside or outside the set, fitting any size screen. "We will produce Fadrak for use by the public long before there are any appreciable number of color TV shows on the air," he stated, "There would be no point in our going into large-scale production with the development until there is a market for it."

TELE-TONE (S. W. Gross, president)—Told *Retailing Daily* May 31 his firm will begin immediate production of converters "which will enable present black-and-white TV receivers to receive telecasts on the CBS system." Added: "In view of current materials shortages engineers at our Bayway, N. J. plant cannot estimate how soon converters will be ready for sale by our dealers. As of today, we are setting up to produce our adapter-converter combination. Our dealers have been and are receiving detailed instruction labels telling how simple it is to convert present Teletone receivers to receive color programs."

WEBSTER-CHICAGO (C. P. Cushway, executive v.p.)—"We will start, in a modest way, based on demand, to make (1) companion or 'slave' units, under our own name, no private label, and (2) color units for other manufacturers to put in own sets and in companion units." Mr. Cushway stated units will be 10 & 12-in., using lenses to magnify 7 & 10-in. tubes, will sell for about $175. Larger sizes, including drum types, are still in engineering stages, he said. Could produce units "no sooner than 60-90 days." Can't judge materials situation but problems, though difficult, aren't insoluble. Special materials, such as special motors, are needed, which Webster-Chicago won't make but will get from other manufacturers. Company has no plans for adapters to get colorcasts in black and white.

WESTINGHOUSE—No comment because of absence of F. M. Sloan, TV-radio plant manager.

ZENITH—No reply, but spokesmen reported in trade press as having no plans as yet to make color sets or converters.

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WITH AM / FM REPORTS

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Color Report Published as Separate Section of This Issue

O'NEIL BUYS KFI-TV FOR $2,500,000: This week's sale of KFI-TV, Los Angeles, like the ABC-United Paramount Theatres merger, may be forerunner of still another major change in management pattern of American broadcasting -- for purchaser General Tire & Rubber Co. is looking to an eventual Mutual Broadcasting System TV network.

Deal to buy Earle C. Anthony's KFI-TV for $2,500,000 cash was negotiated in Washington by 35-year-old Tom O'Neil, chairman of MBS board, son of General Tire's president and manager of its subsidiary Yankee and Don Lee networks and stations. Mr. O'Neil recently negotiated unsuccessfully to buy ABC (Vol. 7:19).

Cash purchase turns over Channel 9 outlet to Thomas S. Lee Enterprises, subject to FCC approval by next Dec. 31. It does not include 50-kw KFI (AM), an NBC affiliate which may or may not be on market and which NBC itself once wanted to buy. Don Lee couldn't buy KFI since it already has an AM in Los Angeles (KHJ).

Purchase does include all leasehold rights, Mt. Wilson transmitter, tract on Mt. Harvard, realty known as Hollywoodland. When General Tire bought Don Lee last year (Vol. 6:52), it sold off TV outlet KTSL to CBS for approximately $3,600,000 -- $300,000 down, $278,000 "rental" per year for 10 years, $50,000 taxes per year.

Tom O'Neil's plans envisage eventual network built around nucleus of Yankee Boston outlet WNAC-TV, New York's WOR-TV, Chicago's WGN-TV, the Los Angeles station (call to be changed); and such other outlets as may be lined up after freeze thaws.

It's highly unlikely, though, any such "fifth network" would be mutually owned, as is MBS, which some have long wanted to convert to private operation.

Costs of TV outlets are coming higher -- at least, those among the 107 pre-freeze pioneers being sold. It's a far cry from the $375,000 paid for Seattle's KRSC-TV, now KING-TV, to CBS's recent $6,000,000 deal for Chicago's WBKB (Vol.7:21), its $3,600,000 purchase of KTSL (Vol. 6:52), and now the KFI-TV sale. KING-TV was sold in May 1949 after owner felt he couldn't continue taking $1000 per month loss (Vol. 5:20). WBKB and KTSL were bought because CBS needs own key-city outlets. And Anthony is selling station that only recently began to show small operating profit.

Only other TV station sales into 7-figure sums were Grand Rapids' WLAV-TV to Bitner group for $1,300,000 (Vol. 7:19) and Washington's WOIC (now WTOP-TV) to Washington Post-CBS (55 & 45%, respectively) for $1,400,000 (Vol. 6:25).

FCC MULLS ALLOCATION LEGALITIES: FCC hasn't yet answered Sen. Johnson's sharp letter regarding legality of TV allocation procedures (Vol. 7:22), but it's likely to do so next week. Commission may not give clear-cut "yes" or "no" reply he wants, but it certainly won't give him delay treatment accorded industry petitioners.

Text of Johnson's letter makes it pretty obvious he doesn't want merely a legal opinion. He wants support for "allocation-by-application" principle, rather than "allocation-by-rule-making" concept now being pursued.

"It seems to me that only chaos can follow procedures which are legally doubtful," he stated. "By persisting in adopting its present plan, the Commission

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invites all disappointed parties to take their cause to court, thereby creating further unpredictable delay in lifting of the 'freeze'."

Chaos would follow the Johnson concept, say some of FCC's legalists -- regardless which procedure is legal. Here are the two arguments:

PRO-FCC PROCEDURE: If you have no fixed plan, everyone and his brother will apply for any channel he wants. Neighboring cities will get into the act. Their neighbors will be affected. Soon, each comparative hearing in each city will amount to a complete allocation hearing for whole region, if not most of U.S. This will be an impossible mess, creating more delay than imaginable. Argument goes on:

Upcoming hearing -- starting July 9 and probably lasting all through summer (Vol. 7:20) -- will give everyone chance to poke holes in proposed allocation, show how to correct inequities if they exist. If we persist in faulty allocation despite these hearings, say FCC people, aren't we just as likely to allocate poorly with any other procedure? Why not set a pattern for the whole nation at one time? Our rules permit changes if they're needed.

ANTI-FCC PROCEDURE: The only realistic allocation is one based on assignments where stations will be built. And you don't know where they'll be until people apply. Sure, this will mean some rugged hearings, but not as bad as the FCC thinks. After all, the 107 stations are concentrated in areas of greatest demand; they'll limit "chain reaction" of channel shifts. This argument goes on:

What's more, applicants will have to go through only one hearing, not an allocations hearing and a comparative hearing. And they'll cooperate -- as they did in AM -- to reduce complexity of hearings. Meanwhile, there's big risk someone will take whole allocation to court, tieing up whole nation for years.

So the arguments run, with every applicant fretting to see it settled, once and for all -- and quickly -- because all are now anxious for end of freeze.

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Sen. Benton (D-Conn.) introduced his revised "educational study" resolution this week (Vol. 7:22). Also backed by Senators Hunt (D-Wyo.), Bricker (R-O.) and Saltonstall (R-Mass.), S.J. Res. 76 includes some remarkable "whereases," such as:

"Whereas television is proving so costly in all its phases, to the point where the public has already invested nearly $4,000,000,000 in receiving sets which may become quickly obsolete, and the broadcasting industry has spent at least another billion in trying to cope with programming costs." Resolution asks:

(1) No grants for 6-12 months, while educational and subscription TV are explored by everyone concerned.

(2) TV licenses to be granted for one year only.

(3) FCC to be "encouraged" to explore subscription TV and, in turn, should "encourage its development in every legitimate manner."

(4) Establishment of a National Citizens Advisory Board on Radio and TV.

UHF EQUIPMENT OUTLOOK STILL BRIGHTER: Uhf enthusiasts got another lift this week as Standard Coil Products Inc., biggest tuner maker, showed off its "easy conversion" strips in Bridgeport, and GE divulged latest station equipment developments.

Standard's week-long showings to its customers and press were probably not only to reveal what it has developed but also to provide its many set-manufacturing customers with ammunition to counter full-page Zenith ads implying Zenith alone can accomplish conversion via strips. Standard's showings were latest in series of tuner demonstrations in range of RCA-NBC "guinea pig" uhf station -- last previous one we saw having been Crosley's (Vol. 7:15).

Uhf strips we saw in Bridgeport are based on precisely same principle as Zenith's, work just as well, as far as we can tell. Two small bakelite strips from unused vhf channel are snapped out of tuner, 2 uhf strips are snapped into their place. Nothing else is added to set.

Strips for top of uhf band -- 890 mc -- offer no more problem than low end, Standard says. And oscillator radiation, once a real uhf bugaboo, is said to be no worse than in vhf where it has been drastically reduced.

Cost of strips wasn't estimated, except that they would be "nominal". Shipments could begin in "few weeks" if orders were received.

List of 66 set makers which have used Standard's tuners was handed out -- including Admiral, Capehart, Emerson, Hallicrafters, Hoffman, Olympic, Packard-Bell, Philco, Stewart-Warner. But company made it clear all these haven't used its tuners exclusively. Nevertheless, it reports that 4,500,000 sets include its tuner.

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Success in licking vhf oscillator radiation, reported by Standard engineers, makes possible following limits in average sets: 30 uv/m at 100 ft. for Channels 2-6, 60 uv/m for Channels 7-13 -- well under RTMA-recommended 50 uv/m and 150 uv/m.

Zenith engineers were among guests, are tremendously optimistic about uhf. They report good pictures all over Bridgeport, even at New Haven, 17 miles away. Of 60 installations in Bridgeport, majority get good results with vhf antenna, they say. For locations needing vhf and uhf antennas, Zenith has small device, about 2x3x4-in., which acts as automatic switch when signals from both are fed into it.

We also saw new RCA converter which seems to work as well as any. RCA also is reported having designed new broad-band uhf antenna -- a "bow-tie" and parabola combination -- said to be good for whole uhf spectrum.

All engineers long for station at 890 mc. Then, they say, you'd be able to make real comparisons. Apparently, it's no great trick to show good results on single low channel -- but it takes real engineering to run the complete uhf gauntlet.

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GE now says "12 kw" for its klystron-powered uhf transmitter (Vol. 7:16,18). Originally, it was 5 kw, then 10 kw. In Washington dinner session June 7, attended by heavy turnout of FCC members and staff, consulting engineers and radio attorneys, GE gave full technical and price details on all uhf and vhf equipment.

Cost of 12-kw transmitter is $125,000, including tubes; 20-gain antenna, to provide 200-kw ERP maximum proposed by FCC is $18,000. Total cost of monitoring equipment and accessories isn't estimated, but it runs $13,000-$16,000 for vhf.

For small towns, GE offers 100-w driver of 12-kw transmitter for $37,000.

GE has, for vhf Channels 2-6, 5-kw transmitter at $65,000, 35-kw unit at $140,000. Antennas range from $11,850 for 3-bay to $90,000 for 12-bay.

For Channels 7-13, 5-kw transmitter costs $69,000, 20-kw runs $134,000. And antennas go from $11,630 for 3-bay to $36,750 for 12-bay.

Studio equipment costs for 3 typical stations were given. For station primarily network, also handling films, it's $38,779. For station with 2 sources of live program material and 2 film sources, it's $114,655. Elaborate setup, such as used for network originations, runs $195,186.

"No insurmountable hardships" were foreseen in getting materials during next 6-12 months. As GE engineers put it: A station's equipment takes about same amount of copper needed to wire 3-5 homes, motors to provide fans in a few homes, magnets for a few receivers. Company reports taking uhf orders "every day."

TV-AM FORCES MEET ON COMMON GROUND: How broadcaster-telecaster interests overlap -- not only because of parent-offspring relationships, but because of their many operating and regulatory problems in common -- was exemplified this week at NARTB's separate and joint radio and TV board meetings under old NAB's "one big tent".

Lessened antagonism between radio and TV was indicated in this line from banquet speech by veteran broadcaster Paul Morency, WTIC, Hartford: "History gives no example of one major advertising medium destroying another."

Radio business is holding up proudly, by and large -- so the AM directors reported, though bitterness toward networks for rate cuts still smoulders. The TV youngster, of course, is now flourishing beyond fondest hopes of this time last year -- nearly all stations in operating black, some doing exceptionally well, most being ardently wooed by networks, film interests and, in several cases, would-be buyers.

Overall impression at meetings was that nearly all major radio broadcasters

and quite a few smaller ones still outside TV entertain hopes that end-of-freeze will eventually get them into telecasting field, too.

NARTB's new president is Harold Fellows, ex-WEEI, Boston, and autonomous TV board picked for $15,000 job of TV operations manager 34-year-old Thad H. Brown Jr., son of a late FCC commissioner, Princeton and Harvard law graduate, recently with big Washington law firm. Some 60 of the 107 existing TV stations are now members, providing budget of about $100,000, and drive will continue to get rest to join.

TV board's topmost problem was seen as excess profits tax, which imposes gross inequity on stations because it fixes as their base periods first several years of their existence -- when, without exception, they operated at huge loss. George B. Storer was named to head committee to get better terms for TV.

In session with Ford Foundation's James Young, former J. Walter Thompson executive, agreement was reached on joint effort to build public service shows on workshop basis -- Foundation to pay writers and producers, shows to be offered live or film, sponsored if salable.

Foundation's recent $90,000 grant to educators does not necessarily mean support of FCC Comr. Hennock's current crusade for educationally-owned stations. Nor does it mean Foundation intends to underwrite such stations. Grant was merely to help educators explore educational TV possibilities and present their case.

Board also prepared for "program code" session June 22, to be addressed by Sen. Johnson and FCC Chairman Coy, looking to self-regulation as means of precluding govt. interference. At another session, Sen. Johnson, who is president of Western Baseball League, explained his anti-trust baseball bill, which some feared might be used to block telecasting and broadcasting of baseball; there were assurances no such restraints are intended, indeed that Dept. of Justice would be urged to stop any combined effort to prevent sportscasts of any kind.

Among other subjects considered by the 2 boards (radio board for first time under chairmanship of retiring president Justin Miller, now also general counsel) were the Benton Bill to provide for educational TV and super-board over programs, which NARTB opposes; transit FM, declared illegal by Court of Appeals (Vol. 7:22), appeal to Supreme Court supported by association; Broadcast Advertising Bureau, now embarking on new studies to prove "basic values" of radio; 1952 convention, to be held in Chicago's Stevens Hotel next April; membership, totaling 1461 as of May 17, with hopes still held that ABC and CBS will soon return to fold.

THE CHALLENGE OF FEE-TV TO FREE-TV: Battle royal appears to be shaping up between free home TV and paid-admission TV. First significant shot was fired this week with announcement that June 13 Joe Louis-Lee Savold heavyweight bout in New York will be televised exclusively by theatre TV cable "network".

And there were significant indications that protagonists of the various home subscription TV systems will put on heavy pressure this fall -- with hints even of possible tie-ups between theatre and subscription TV systems.

It's not news that TV has rearranged amusement habits of millions of Americans -- and that motion picture industry has been chief victim of this TV revolution. Sports promoters and college athletic directors, too, in many cases have bemoaned the "effect of TV" on gate receipts.

Yes, TV has made inroads. And now the movie exhibitors and producers, aided by some of the sports promoters, are trying to make inroads on TV -- using TV itself as their weapon.

Until this week, their fight has been passive. Big film producers refused to release films to TV. Some professional and amateur athletic groups laid down rules to govern telecasting of sporting events. But TV continued to make gains at expense of movies, and public continued to get good share of top-flight athletic contests free for the viewing. And this week the dike broke on National Collegiate Athletic Assn.'s "controlled TV experiment" in football, with U of Pennsylvania's announcement that it doesn't care what Mama don't allow, it's gonna have TV anyhow.

Attendance at boxing matches has dipped heavily since TV became fixture in American homes. And as boxing promoters watched the gate drop they hiked video

rates to compensate. Ezzard Charles-Joey Maxim heavyweight championship bout May 30 brought in mere 7,226 spectators who paid $77,319, while Pabst Brewing Co. paid $100,000 for right to telecast fight over CBS-TV.

But the coming Louis-Savold bout at New York's Polo Grounds was snatched right from under Pabst's nose by group of movie exhibitors (including Fabian, Loew's, RKO, United Paramount) represented by Nathan Halpern. Details of deal with International Boxing Club weren't disclosed -- but club won't get anything like $100,000 for rights, unless theatres take a loss, which isn't likely.

Fight won't be carried in New York theatres. In other cities -- including Washington, Baltimore, Albany, Cleveland, Chicago -- picture will be piped directly by coaxial cable to TV-equipped theatres, in effect a giant closed circuit.

Even if all 13 TV-equipped theatres outside New York carry the fight, and charge $1.50 admission, they couldn't take in more than $40,000, New York Times estimates. Actually, most don't plan to hike price, will throw bout in as bonus.

Next week's show, as well as rest of the "series of outdoor fights this summer" announced by Halpern, is being viewed by theatre and sports people as a "trial run" rather than a money-maker. But deals of this type eventually could be very profitable, if public takes to them. Halpern estimates that as early as end of this year more than 100 theatres in 50 cities will have TV installations, with total seating capacity of some 200,000 (Vol. 7:20).

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Home subscription TV is another contender in fee-TV vs. free-TV contest -- perhaps destined to be a partner of theatre TV. Paramount Pictures, which last week bought half interest in Telemeter coin-operated system (Vol. 7:22), is known to be looking toward eventual tie-up whereby home subscribers could see same shows being transmitted over theatre TV hookups.

Trend toward exclusive theatre TV showings will accelerate until home TV gets a "boxoffice," in view of Zenith's president E.F. McDonald Jr., developer of Phonevision. "If Phonevision is established as a commercial service," he predicts, "the 2 systems -- theatre and home TV -- can together bring these great sports events to millions and at the same time bring new prosperity to promoters."

Another subscription system, Skiatron's coded-card Subscriber-Vision, has high hopes for test run in New York this fall, similar to Phonevision's Chicago tests. Telford Taylor, Skiatron counsel, reportedly visited FCC chairman Coy June 6 to discuss tests, which would go "far beyond" mere use of motion picture films. Plans include at least one Broadway show direct from stage, and lots of sports.

Subscription TV people, as well as theatre TV folk, got plenty of encouragement from NCAA's TV committee, which saw these systems fitting in perfectly with its "controlled TV experiment" -- permitting live telecasting of only one college football game in each area each week, no one college to be featured twice.

But whole structure of NCAA's "experiment" may collapse as result of U of Pennsylvania's defiance. ABC is supposed to have contract to carry 8 home games at price in neighborhood of $200,000, sponsor not revealed.

Penn's defection will probably result in similar action by other NCAA members. Notre Dame, possibly Army, are likely to follow suit. And teams which play Penn this fall before TV cameras run risk of being read out of NCAA, along with Penn. At week's end, Wisconsin, Army and William & Mary said they'd probably play Penn, TV or no TV; Cornell and Navy hadn't made up their minds; Columbia, California and Dartmouth talked about canceling games.

Breakdown of NCAA ban would be blow to theatre TV folk, who were planning to capitalize on shortage of live football TV this fall. But regardless of outcome of this particular skirmish, there are indications a real battle is on. New York Herald-Tribune in editorial June 7 summed up issue thus:

"The success of an extra-charge system...will, of course, depend on the reaction of the public. It is entirely conceivable that people will be willing to pay a special price to see a special event. But it certainly isn't what most of them had in mind when they purchased their seats."

Personal Notes: Don Stewart, mgr. of WDTV, Pittsburgh, assigned to New York to handle film-buying for the 3 DuMont-owned stations; successor not yet appointed . . . John H. MacDonald, NBC v.p. and treasurer, has resigned to become asst. to Ben Tobin, of Hollywood, Fla., big hotel operator and one of group of purchasers of Empire State Bldg.; his duties will be taken over by Joseph V. Heffernan, ex-RCA v.p., recently named NBC v.p. . . . Robert W. Sarnoff, NBC-TV director of unit productions, elected v.p. . . . Henry Ginsberg, ex-Paramount Pictures v.p. in charge of studio productions and operations, joins NBC Hollywood as consultant to John West, v.p. in charge . . . Donn B. Tatum, ex-Don Lee, onetime Blue Network executive, joins ABC as TV director, Western Div., Hollywood, replacing Richard A. Moore, who becomes mgr. of KTTV, Los Angeles; Ernest Felix, asst. treas., named acting mgr., ABC Western Div. . . . Murray B. Grabhorn, ex-ABC sales mgr. and ex-mgr. of WJZ, on June 15 becomes gen. mgr., WPTR, Albany, succeeding Robert L. Coe, who has been acting as management consultant for Schine theatre interests . . . Paul W. White, onetime CBS news chief, recently with *San Diego Journal*, has joined KFMB & KFMB-TV, San Diego, as executive editor . . . Arthur J. Daly, ex-Peck Adv., joins Geyer, Newell & Ganger as TV program mgr. . . . Harold Kaye named head of new TV-radio dept., Dorland Inc. . . . Burke Crotty quits ABC-TV to go into package producing on own, succeeded as executive producer by Ward Byron . . . Oliver Trayz named ABC director of research and sales development in newly consolidated research dept. with sales promotion div., under which separate divisions will handle TV and radio . . . Gilbert I. Berry, Chicago sales mgr. of DuMont Network, resigns June 30 to become sales mgr., WIBC, Indianapolis . . . Richard L. Palmer, ex-CBS-TV, joins N. W. Ayer New York TV-radio dept. as traffic mgr. . . . Wayne Kearl, public service editor, promoted to promotion mgr., KSL & KSL-TV, Salt Lake City, succeeding Sherril W. Taylor, now with CBS Hollywood . . . Leo Fitzpatrick, co-owner of WGR, Buffalo, leaves for Athens June 15 on special mission for State Dept. related to broadcasting . . . Maurice B. Mitchell, v.p. & gen. mgr. of Associated Program Service, elected to board of Muzak Corp. . . . Murry Harris, ex-NBC, recently with *TV Guide*, joins A. C. Nielsen Co. as TV-radio public relations director . . . Roy McLaughlin, ABC central div. sales mgr., elected president of Chicago Television Council; George Harvey, WGN-TV, v.p.; Edgar Greenebaum Jr., TV Shares Management Co., secy-treas.

Station Accounts: Using TV only, sharing time with 4 other products, Bosco milk amplifier increased sales 238% in Cleveland area after just 26-week participation in *Uncle Jake's House* on WEWS, Mon.-Fri. 5:-5:30; end of second 26-week period found sales at plus-346% where they now stand. Bosco Co. has renewed for second year, thru Robert W. Orr & Associates, N. Y. . . . Ruppert's current campaign for its new Knickerbocker brand beer so successful it's planning to increase TV-radio budget and expand coverage of New York, New Jersey, New England, northeast Pennsylvania markets . . . Block Drug Co. (Amm-i-dent toothpaste & powder), in addition to present network TV, plans expanded summer ad schedule, including TV-radio spots, thru Cecil & Presbrey . . . CBS Radio Sales reports sale of *The Cases of Eddie Drake*, film series starring Don Hagerty and Patricia Morison, to WPTZ, Philadelphia, for sponsorship by Old Reading Brewery Inc.; WBEN-TV, Buffalo, O'Keefe's Ale; WTMJ-TV, Milwaukee, Blatz; KPHO-TV, Phoenix, Clark Smith Cars; WDTV, Pittsburgh, Ford Dealers; WNBW, Washington, Ford Dealers; KRON-TV, San Francisco, Tru-l'ak Foods . . . Statler Tissue Corp. (paper products), thru Chambers & Wiswell, and Groveton Papers Co. (Vanity Fair tissues, Blue Ribbon paper napkins), thru John C. Dowd, are sponsors of WNAC-TV, Boston—latter buying *Buster Keaton Show* . . . *Inga's Angle* is twice weekly TV beauty school on WNBW, Washington, sponsored for last 26 weeks (13 each) by Hecht's and Woodward & Lothrop dept. stores, with following cosmetic firms participating: Elizabeth Arden, Dorothy Gray, Harriet Hubbard Ayer, Charles of the Ritz, Helena Rubenstein, Lentheric, Dana, Bourjois, Marie Earle, Revlon, Frances Denny, Barbara Gould, Lanolin Plus, Tussy, Duart, Bonnie Bell, Milkmaid, Corday, Goubaud . . . National Iced Tea Time, July 13-20, conducted by the Tea Council, contemplates TV-radio tie-ins by food advertisers, in addition to heavy use of magazine and newspaper space . . . Bulova Watch, thru Biow Co., to provide dealers with film commercials of varying lengths for use in locally placed TV sponsorships . . . Swift & Co., network TV user, planning to test spots for premium chicken, thru McCann-Erickson, Chicago . . . Among other advertisers reported using or preparing to use TV: Phillips Petroleum Co. (gasoline & motor oil), thru Lambert & Feasley, N. Y.; Jost Jewelry Mfg. Corp. (gold jewelry), thru William Warren, Jackson & Delaney, N. Y.; Perfex Mfg. Co. (cleaning products), thru Buchanan-Thomas Adv. Co., Omaha; Bayuk Cigars Inc. (Phillies cigars), thru Neal D. Ivey Co., Philadelphia; Nunn-Bush Shoe Co. (men's shoes), thru W. Earl Bothwell-Hamilton Adv. Agencies (formerly handled by Calkins & Holden, Carlock, McClinton & Smith Inc.); Miller-Becker Co. (Cotton Club beverages), thru Lang, Fisher & Stashower, Cleveland (WEWS); Little Crow Milling Co. (Coco-Wheats cereal), thru Rogers & Smith, Chicago (WEWS); Locatelli Inc. (cheese importer), thru H. C. Rossi, N. Y. (WOR-TV); Rolley Inc., San Francisco (perfumes) (KPIX); Polaroid Corp. (cameras), thru BBDO, N. Y. (WABD); Royal Crest Sales Co. (household appliances), thru Product Services Group, N. Y. (WABD); Oscar Mayer & Co. (sandwich spread), thru Sherman & Marquette, Chicago.

Network Accounts: Minnesota Mining & Mfg. Co. (Scotch tape), starting June 19, sponsors *Juvenile Jury* on NBC-TV, Tue. 8:30-9, thru BBDO, Minneapolis, occupying last half-hour of time of *Texaco Star Theatre* during summer hiatus . . . Longines-Wittnauer Watch Co. June 11 starts sponsorship of *Longines-Wittnauer Chronoscope*, with Frank Knight as host, on CBS-TV, Mon. 11-11:15 p.m., thru Victor A. Bennett Co., N. Y.; time is vacated by Masland's *At Home Show* . . . Debut of Blatz's *Amos 'n Andy* film series on CBS-TV June 24, on as many stations as can be cleared for Thu. 8:30-9, will be heralded by $250,000 promotion campaign, including ads in *Life*, *Look*, *American Weekly*, *Ebony*, plus tune-in newspaper ads in all cities carrying show . . . American Safety Razor Corp. moving *The Show Goes On* from Thu. 8:30-9 to Sat. 9:30-10 on CBS-TV starting June 16, Thu. time being taken by *Amos 'n Andy* . . . Brown Shoe Co. (Naturalizer shoes) moving *Say It with Acting* from NBC-TV alt. Sat. 6:30-7 to ABC-TV, Fri. 7:30-8 weekly for 5 weeks starting Aug. 3; beginning Sept. 14, show will alternate with *Life with Linkletter*, sponsored by Green Giant Co., during same Fri. time . . . Budweiser replacing *Ken Murray Show* for summer with film series titled *Budweiser Summer Theatre* starting June 9 on CBS-TV, Sat. 8-9, thru D'Arcy Adv. Co., St. Louis; Murray returns Sept. 8 . . . Lambert Pharmacal Co. (Listerine) has bought 7-7:30 Sat. on CBS-TV for fall sponsorship of unnamed show, thru Lambert & Feasley, N. Y. . . . Jessie DeBoth on June 19 starts *Jessie's TV Notebook* on ABC-TV on participating basis, with these sponsors already signed: Clorox Chemical Co., thru Honig-Cooper Co.; Crosley Div., Avco, thru Benton & Bowles; LaChoy Foods Div., Beatrice Foods Co., thru Foote, Cone & Belding.

Television Digest WITH AM-FM REPORTS
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Trade Report
June 9, 1951

TV OUTPUT FALLS TO 1950-51 LOW: Receding tide of TV production, expected to fall to still lower ebb in ensuing weeks, is indicated by output of only 53,966 units (2715 private label) during week ending June 1 -- lowest for any week since start of 1950, with exception of one vacation week last summer. Factory inventory was 593,633, only about 4500 less than at end of preceding week (Vol. 7:22).

Thus, total production first 5 months of 1951 was approximately 3,050,000 sets, as against 2,592,000 same months of 1950. Difference, though, is that sets moved all last year as fast as produced; now, total trade inventories are estimated up to 2,000,000 -- boding tough going for manufacturers rest of this year.

Radio output week ending June 1, according to RTMA, fell to 235,236 sets as against 350,323 the preceding week. Radio inventory totaled 307,728 vs. 299,399 week before. Week's radios were: 100,261 home, 110,748 auto, 24,227 portables.

* * * *

Ticklish cash position of some producers is indicated in reports current at RTMA convention this week (verified in cases of 3 companies) that some factories were selling large amounts of components to jobbers. Manufacturers get components at much lower cost than do jobbers, so latter get good deals. Such sales presume parts won't be short this fall and winter, still matter of conjecture.

There was talk at Chicago, too, that several TV-radio factories had shut down receiver production entirely, may stay shut down through usual summer vacation periods in July, then resume only warily if inventories go down and trade outlook improves. On other hand, GE was said to be turning TVs out at high rate, and warehousing them against expected shortages. And Packard-Bell was put in "top producer" category by envious colleagues when it reported one line still going day and night.

Notes from This Week's RTMA Chicago Convention

More than 80% of RTMA members belong in small business category—employing less than 500 men. Thus, small business conference at RTMA convention had wide interest, resulted in setting up task group to study problems and recommend steps RTMA might take to aid members. Among suggestions: (1) Compilation of history book for each company to show military services what its facilities are, what products it makes, what it did in World War II. (2) Establishment of panels of industry experts in various fields to which smaller entities could take their problems for advice.

Newly elected RTMA directors are Harlan B. Foulke, Arvin, and Robert S. Alexander, Wells-Gardner. Robert C. Sprague was renamed chairman, all other officers re-elected. New division chairman are: Set Div., John W. Craig, Crosley, succeeding Glenn W. Thompson, Arvin; Tube Div., R. E. Carlson, Tung-Sol, succeeding Max F. Balcom, Sylvania; Amplifier & Sound Equipment Div., A. K. Ward, RCA, succeeding A. G. Schifino, Stromberg-Carlson. Remaining as division chairmen are H. J. Hoffman, Machlett, transmitters; R. G. Zender, Lenz, parts.

Prestige and morale advertising in trade papers—similar to now-famous Bendix ad (Vol. 7:19)—will henceforth be undertaken by RTMA. Industry leaders feel this type of advertising is needed to hold dealer confidence, will look better over RTMA imprimatur.

RTMA is setting up own statistical dept., will handle all paper work involved in industry reports—set production, tube sales, etc. Association is dispensing with services of Haskins & Sells, which heretofore handled reports.

TV isn't anywhere near saturation, said RTMA chairman Robert Sprague at June 7 luncheon meeting. By early 1952, he foresaw lifting of freeze and, unless materials shortages prevent, an expansion of TV. He recalled 1930 ownership of 13,000,000 radios by 40% of the then 29,000,000 families, yet in 1950 the manufacturers turned out 14,500,000 radios. "With a normal replacement market for TV sets, the establishment of 1,500,000 new families a year, the desire for larger screen by those who originally bought small screens, and the purchase of second and even third TV set for the home, the future looks bright indeed."

Of 14 electronics manufacturers failing during last 12 months, 6 were TV-radio makers, according to H. N. Henrye Saller, credit mgr., John E. Fast Co., chairman of RTMA credit committee. Liabilities of 14 bankrupts totaled $4,125,653. Since January, following TV-radio manufacturers have been reported as going through wringer: Freed (Vol. 7:10), Richmond Television (Vol. 7:7, 10, 17), S.M.A. (Vol. 7:18), Vidcraft (Vol. 7:7, 9).

President Glen McDaniel sees 2 major long-range policies for RTMA during next several years: (1) Solidify friends and overcome "suspicions" of Washington officials—in Congress, FCC, other govt. agencies. (2) Work closer with telecasters and broadcasters on mutual problems, since manufacturers "aren't just selling TV-radio sets but are really selling programs."

Canadian RMA has voted to change name to Canadian Assn. of Radio & TV Manufacturers—though cumulative TVs turned out to May 1 has been only 56,284 (Vol. 7:22).

Topics & Trends of TV Trade: "Good old days of 1950" were fondly recalled by manufacturers when RTMA statistics committee chairman Frank Mansfield (Sylvania) officially reported 7,463,800 TV sets were turned out last year at factory value of $1,356,097,822—meaning probable retail plus installation-warranty-servicing trade of at least $3 billion. Also produced were 9,849,300 home and portable radios at factory value of $237,959,088, and 4,740,600 auto radios valued at $123,018,570.

TV unit price last year averaged $181.69 at factory, home and portable radios $24.16, auto radios $25.95.

Picture tube sales last year totaled 8,057,759, up 225% from 1949. Receiving tubes totaled 382,960,599, up 193%.

Beginning July 1, RTMA will handle own inventory-sales statistics, will provide complete figures on factory, distributor, dealer sales. Dealer survey will be conducted by Dun & Bradstreet. Figures will be issued on national basis, won't show city-by-city sales. First dealer inventory figures may be ready July 25, sales Aug. 5.

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Senate Banking Committee, listening to Stromberg-Carlson's Robert C. Tait repeat plea June 5 for 90-day moratorium on Regulation W, then same 15% down payment terms as housefurnishings, indicated such sympathetic reaction that hopes were lifted that something may yet be done to help TV-radio trade out of present inventory troubles. Several committeemen said they would ask Federal Reserve Board what can be done. Mr. Tait's testimony, as spokesman for RTMA, was heard by Senators Maybank (D-S. C.), chairman; Capehart (R-Ind.), Benton (D-Conn.), Schoeppel (R-Kan.). It was generally same testimony he gave before House committee the week before (Vol. 7:22).

Mr. Tait indicated that as of May 11 ratio of factory inventory to TV sales was 4.99, up from end of April's 1.17, March's 0.35, February and January's 0.25 each; ratio never went beyond 0.53 in all 1950.

The Tait testimony is contained in 19-page statement, with graphs and tables, that sets forth case for TV industry with most detailed economic data yet compiled—copies available from RTMA, 1317 F St. NW, Washington.

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Misleading TV ads is subject of special bulletin issued June 6 by New York Better Business Bureau president Hugh R. Jackson, pointing out that advertisements by some retailers and distributors don't state what extra charges must be paid for warranty and federal taxes—thereby featuring prices at which TV sets can't actually be bought. Jackson warned that this practice is violation of Federal Trade Commission's radio trade practice rules, which provide that statement describing additional charges must be prominently featured "in immediate conjunction" with advertised price.

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World-wide patent pool covering entire field of telecommunications was set up June 6 by agreement between Western Electric, AT&T and subsidiaries and IT&T and its subsidiaries throughout the world. Agreement means any patents held by any one of signatories may be freely used by any or all of them. Some of the fields said to be covered by pact: TV (including color); radio, wire & cable transmission; radio transmitters & receivers; radio indication (including radar), direction finding, aerial navigation, instrument landing of aircraft; vacuum tubes, crystals & condensers; automatic telephone switching. IT&T subsidiary, International Standard Electric, owns 33 factories in 22 countries. Only 4 are in U. S. Capehart-Farnsworth is home TV-radio manufacturing subsidiary of IT&T. Agreement runs for minimum of 6 years, may be terminated at end of 1956 by one year's notice.

Merchandising Notes: Price wars this week moved some sets by reason of heavy store traffic, but prices weren't much lower (if at all) than previous inventory-unloading sales had been offering . . . **Macy-Gimbel** price markdowns were mainly consoles and combinations, these being some of June 1 offerings by Macy's: RCA 17-in. combination, cut from $595 to $465; Emerson 19-in. console, $289.95 to $224; DuMont 19-in. console with doors, $589.95 to $499; Stromberg-Carlson 24-in. combination, $975 to $774; Philco 17-in. console, $349.95 to $276 . . . **One sign** in TV-radio section of Macy's read "$10 to $211 off manufacturer's list price—complete line of Admiral TV" . . . **Davega** store in Flatbush, says *Retailing Daily*, displayed Emerson 19-in. in original carton, marked down from $439.95 to $239.95; store spokesman said same set at same price had been displayed for some time but before price war nobody even looked at it. "Now it stops dozens of people and brings them into the store" . . . **Lowering prices of 20-in.** table models indicated in Vim chain's ad in New York June 8 offering unidentified make for $149.95; **Muntz's** same day for $159.95; **American Television**, Chicago, June 7 for $169.50 . . . **American Television** also quoted 17-in. table at $99.50, console $129.50; 20-in. console $189.50 . . . **Raytheon** now giving lifetime guarantee on all parts, except tubes, of TV tuner stage in its receivers . . . **Plesser's** chain, on Long Island, sends truck loaded with TVs through area's big housing developments, offers free trial installations to homes not showing antenna . . . **Good word for auctions** in article in June *Electrical Merchandising* titled "TV Auctions Move Trade-ins Fast"; tells how Chicago northside retailer R. H. Television Sales advertised 7-in. trade-ins as low as $29.95 but couldn't move them, then had auctioneer come in and sold some as high as $80 (good for color conversion, was pitch) . . . **E. F. Hutton & Co.**, brokers, states "market for air-conditioning in metropolitan New York is reported to be less than 8% saturated, compared with 65% for TV".

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Extent of installment credit drop is indicated in Federal Reserve Board report for April, showing fourth consecutive month of decline. Installment credit by TV and other household goods dealers dropped $79,000,000 from month before, by auto dealers $16,000,000. In contrast, there was $25,000,000 rise in loans repayable in installments made to finance retail purchases. April drop meant that 6 months since October showed nearly $500,000,000 decline in total debt for retail installment purchases, as against more than $2,000,000 increase in preceding 6 months. At beginning of May, FRB states, total volume of consumer credit outstanding was $19,121,000,000 vs. peak of $20,093,000,000 last Dec. 31.

RTMA Trade Practices Committee, scheduled to meet with Federal Trade Commission June 21 (Vol. 7:22), will recommend that new rules include definition of what constitutes false advertising of color sets and uhf. Committee headed by Emerson's Benjamin Abrams got board go-ahead on this and number of other proposals.

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Hearing on community antenna system (Vol. 7:2, 7, 11, 21) by a state public utilities commission, first yet, has been scheduled in Wisconsin. System involved is that proposed for Rice Lake by Edwin F. Bennett, 511 W. Knapp St.

Admiral assures trade in page ad in June 11 *Electrical Merchandising:* "No New Midseason Line—Present models will be continued until introduction of new 1952 line next January".

Philco has joined Rensselaer Polytechnic Institute's cooperative program for training scientific personnel; also has tieup for training and exchange of technological data with MIT.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for April: **William W. Trench** gave 10 GE as gift, holds 252; **Frank A. Hayden** bought 100 Indiana Steel Products, holds 1500; **Joseph V. McKee Jr.** bought 1000 National Union (Nov., 1950), holds 1000; **Kenneth C. Meinken** bought 7500 National Union (March), holds 35,000; **Adolphe A. Juviler** gained 8240 Olympic through stock dividend, holds 90,640; **Richard C. Noel** gained 121 Olympic through dividend, holds 1333; **Percy L. Schocnen** sold 200 Olympic, gained 2240 through dividend, holds 24,700; **Morris Sobin** sold 800 Olympic, holds none; **Herbert J. Allemang** bought 100 Philco, holds 100; **James T. Buckley** gave 200 Philco as gift, holds 22,385; **Thomas A. Kennally** sold 500 Philco (March), hold 25,474; **Fred W. Rombach** gained 255 Philco through dividend (Dec., 1950), holds 5328; **William B. Yoder** gained 57 Philco through dividend (Dec., 1950), holds 1181; **Herbert I. Markham** sold 100 Sangamo Electric, holds 2500; **Richard L. Bowditch** bought 85 Sylvania (Dec. & March), holds 100; **James P. Hale** bought 50 Sylvania (Dec., 1949), hold 175; **John B. Merrill** gained 34 Sylvania through profit-sharing plan (March), holds 254.

SEC also reported that in April **Isaac D. Levy**, CBS director and one of its founders, sold 5000 CBS Class A, retaining 26,826 Class A and 20,475 Class B. This week, New York Stock Exchange reported that in May he sold the 26,826 Class A and 15,179 Class B, retaining 5296 Class B. He has resigned as CBS director (Vol. 7:22).

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Dividends: **Admiral**, 25¢ payable June 30 to holders of record June 18; **Bendix Aviation**, 75¢ payable June 30 to stockholders of record June 6; **Avco**, 15¢ payable June 20 to holders June 1; **Muter Co.**, 15¢ payable June 30 to holders June 15; **Indiana Steel Products Co.**, 20¢ payable Sept. 10 to holders Aug. 8; **Corning Glass**, 25¢ quarterly, 87½¢ quarterly preferred, both payable July 2 to holders June 18; **Arvin Industries**, 50¢ payable June 30 to holders June 18; **Zenith**, 50¢ payable July 31 to holders July 10; **WJR The Goodwill Station Inc.**, 10¢ payable June 20 to holders June 14.

Cornell-Dubilier reports sales of $17,221,493 for 6 months ended March 31, up 68% from $10,237,040 same period year before. Net profit was $940,217, or $2.13 per share, vs. $554,349 ($1.21). For March 31 quarter, sales were $9,224,746, profit $606,508 ($1.39) vs. $5,436,316 and $246,141 (53¢) same 1950 quarter.

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Trade Miscellany: **Fire at Hoffman** No. 3 plant in Los Angeles June 5 caused estimated $300,000-$500,000 damages, started in incoming inspection quarters, raced through shipping and administrative areas, demolished stockroom . . . **Raytheon** has sold its subsidiary Russell Electric Co., Chicago manufacturer of fractional horsepower motors, heating elements, thermostats, etc., to Charles Frost, New York City . . . **Crosley** plant at Richmond, Ind. (refrigerators) lays off 122 workers, about third of force, due to cutbacks in materials; early in May 800 were laid off, and TV-radio plant in Cincinnati for several months has been working at much reduced capacity . . . **Allied Electric Products** reports summer vacation shutdown June 30-July 16 . . . **Sylvania** TV-radio div., Buffalo, reports 25% expansion of space to meet backlog of defense electronics orders, now some $20,000,000; $275,000 addition is near completion and $400,000 plant is in planning stage.

RTMA now has 330 members, compared with 314 last year, took in $249,690 in dues, spent $268,212 during fiscal year ending July 31. Budget for next fiscal year is set at $440,000—with $485,000 expected from increased dues, more members. During last fiscal year, RTMA spent some $40,000 in connection with FCC color hearings.

Mobilization Notes: First definitive military procurement figures for electronics-communications were revealed June 7 by DPA acting administrator Edwin T. Gibson to RTMA Chicago convention. As of May 1, he stated, military had obligated $2.482 billion under 1951 fiscal appropriations (out of approximately $4.1 billion set up for this category). Estimates for fiscal 1952 (July 1, 1951-June 30, 1952), based on overall military budget of $60.65 billion, of which $29.7 billion is for procurement, come to $3.6 billion (Vol. 7:18).

Backlog of orders as of May 1, said Gibson, totaled $2.784 billion, including pre-Korea orders with long lead time. Expected rate of deliveries will be $881,000,000 during fourth quarter this year—"with much, much more to come in 1952." (RTMA chairman Robert Sprague has said electronics-communications deliveries will hit peak of $2.5 billion in 1952, recede to $1.5 billion thereafter; Vol. 7:12.)

Speaking of overall military orders, Gibson said: "The flood of deliveries is beginning now; it will increase in volume in the last quarter of this year and reach its peak next year." He added: "The full impact of materials shortages will be felt next year." Nevertheless, he saw brighter outlook for materials:

Steel capacity, 100,000,000 tons last June, is now up 5% and well on way to 20% increase planned. Aluminum, 750,000 tons last June, is now up 14% and on way to 75% increase planned.

Difference between military dollar and civilian dollar, as applied to electronics, was illustrated for first time by Mr. Gibson. Citing "typical 17-in. TV set" as example, he said 86% of its price represents materials costs, only 14% labor and engineering. But: "For a modern airborne fire control equipment, only 49% represents materials, the balance represents the value of labor and engineering." Thus, he noted:

"Price-wise, this complex electronic equipment requires a vastly greater investment of labor and engineering by the end-product manufacturer than a comparable home television combination."

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Approximately 20% of total supply of nickel is earmarked by NPA for non-defense use in June. Electronic tube industry is scheduled to get 180,000 lbs. this month for both military and civilian use, as compared to 200,000 last month and average 283,000 lbs. monthly last year. For TV-radio use, magnet manufacturers will get about 20,000 lbs. in June—unchanged from May—enough to match their 30,000-lb. ration of cobalt, or about 25% of average 1950 monthly use.

Some 600 applications for allocations of steel, copper and aluminum under Controlled Materials Plan had been received from electronics manufacturers at week's end by NPA Electronics Div., with possibly 300 more expected. No allocations have yet been made by the division, although it was understood that they may begin next week.

Trade Personals: Henry T. Roberts, manufacturers representative, appointed Majestic Radio v.p. in charge of private-brand contract sales, with offices at 743 N. LaSalle St., Chicago, and at Wilcox-Gay plant in Charlotte, Mich. . . . **Ovid Riso**, Philco International adv. & sales-promotion mgr., appointed v.p. in charge of adv. . . . **Jack L. Hobby**, ex-Capehart-Farnsworth and Andrea, appointed public relations asst. to Raytheon president Charles F. Adams . . . **David P. Higgins** elected Hallicrafters v.p. in charge of govt. contract div. . . . **Joseph Grossman** appointed mgr. of Sentinel TV Sales Distributing Corp., succeeding v.p. Joseph Bonnem, resigned because of ill health . . . **Tom Jacocks** named GE tube div. special representative in Washington.

Telecasting Notes: United Auto Workers (CIO) wants in on TV, too, plans to apply for Detroit outlet (presumably one of 3 uhf proposed, since all vhf are already occupied); meanwhile, it's buying weekly documentary on WWJ-TV, Tue. 7:30-8, conducted by own commentator Guy Nunn, starting June 19. UAW went heavily into FM, now wants to drop Cleveland FM, saying its Detroit WDET-FM provides ample coverage there. It also contemplates other TV applications . . . NBC-TV network billings for May expected to exceed AM network billings first time; PIB figures due in few weeks. *Variety* reports NBC-TV now sure to move into black ink by end of this year, as against $2,500,000 loss last, thanks to SRO on time commitments for fall-winter, good summer schedules, 30% rate hike effective July 1 . . . Bernice Judis, who runs big New York AM independent WNEW, never has liked TV anyhow, really got riled this week when Xavier Cugat, on DuMont, grimaced and made remarks that seemed derogatory to radio—so she has ordered his recordings banned from all WNEW disc shows; Cugat, contrite, told UP: "I am only a band leader who tries to make with the jokes sometimes. I certainly meant no harm, as some of my best friends are in radio" . . . Overflow crowd at this week's commencement exercises at Washington U, St. Louis, watched ceremonies on battery of 8 TV sets on campus, featured pictorially in newspapers this week . . . Baltimore Markets chain's "last word" in super-market, in Philadelphia, includes TV lounge for tired shoppers as well as haberdashery, gas station, glass-enclosed bakery, etc. . . . WNBT begins telecasting June 11 from new Empire State Bldg. multiple antenna (Vol. 7:2, 19), WJZ-TV due to start June 26, other 3 (WCBS-TV, WABD, WPIX) due by end of July; date for WATV is undetermined. Engineers say that at least 3 uhf stations (total proposed for New York) can also be handled . . . ABC increases night rates of its own TV stations, as of Aug. 1: WJZ-TV, from $3100 to $4000; WENR-TV, $1650 to $2000; WXYZ-TV, $1100 to $1350 KECA-TV, $1650 to $2000; KGO-TV, $600 to $850 . . . Milton Berle's third "telethon" for Damon Runyon Memorial Fund was to run from 12 noon Sat., June 9, to 10 a.m., Sun., June 10, from NBC studio 6B.

Two vhf and one uhf application filed this week brought total pending to 410, as WHEB, Portsmouth, N. H., voluntarily dropped application for Channel 5. John L. Booth's WJLB, Detroit, applied for Channel 6; KRIS, Corpus Christi, also seeks Channel 6; WEXL, Royal Oak, Mich., asks for uhf Channel No. 62. New application for experimental TV was filed by Conestoga Television Assn., Lancaster, Pa., group of RCA engineers who once relayed Philadelphia programs to members with TVs but whose license was revoked last February (Vol. 7:5). [For details about foregoing applications, see *TV Addenda 12-V* herewith; for all TV applications, see *TV Factbook No. 12* with Addenda to date.]

Applications for construction of TV-radio stations under NPA order M-4 (Vol. 7:19-20, 22) will be processed in Washington, NPA announced June 4—correcting previous announcement that certain field offices would be authorized to act on applications for this type of construction which involve less than 50 tons of steel or less than $1,000,000 in construction costs. Applications may still be submitted at field offices, but will be forwarded to Washington for action.

TV has depressed attendance at college football games, U of Chicago National Research Center concludes in survey prepared for National Collegiate Athletic Assn. Survey, made public June 8 by NCAA, found that last year "colleges in TV areas dropped about 4% from their normal attendance, while colleges outside those areas gained 4%."

"I did not become president of NBC to preside at the dissolution of the NBC radio network." Thus, NBC's Jos. McConnell answered June 7 demand of Affiliates Committee, organized following network rate cuts (Vol. 7:16-17), that networks state their position on radio (Vol. 7:20). Supporting stand that NBC intends to "maintain network radio at highest possible level," McConnell cited huge investment NBC has made in Sunday night Tallulah Bankhead *Big Show* extravaganza, recent sales promotion activities, forthcoming economic study of network radio by committee of affiliates (Vol. 7:20).

Further reassurance that United Paramount has no thought of dumping ABC radio in favor of TV after projected merger gets FCC approval (Vol. 7:21) is this statement by President Leonard Goldenson to June 4 *Sponsor Magazine:* "Despite any rumors you may hear, we definitely will not get rid of the radio network. On the contrary, we will devote our energies to building the radio network. We will not sell radio short . . ." On June 6, United Paramount board approved merger, set July 27 for stockholders' ratification meeting.

FCC closed down illegal TV station in Madisonville, Tex., suspended licenses of 2 amateurs involved—Henry W. Menefee, Madisonville, and Lawrence W. Peay, Ada, Okla. Station had been picking up and rebroadcasting signals of KPRC-TV, Houston, some 60 miles away. Commission was ready to crack down on another outfit in area but dropped action when it learned operation was community antenna.

Radio Writers Guild, in letter to FCC chairman Coy June 1, called for FCC investigation of "blacklist" it claims is maintained by "some networks, agencies and sponsors," allegedly depriving TV-radio writers of jobs for reasons "unrelated to writing ability or professional experience." Specifically named in letter are CBS loyalty questionnaire and "Red Channels" pamphlet.

WJR, Detroit, has elected 3 new directors, following May 28 death of G. A. (Dick) Richards, chief owner (Vol. 7:22). President John F. Patt announced them as follows: Worth Kramer, v.p. & gen. mgr.; Selden S. Dickinson, gen. counsel; F. Sibley Moore, son-in-law of Mr. Richards, also elected asst. treasurer.

Fraud by TV, radio or wire is placed in same category as postal fraud in H.R. 2948, amending title 18, U. S. Code, passed by House June 4 and now before Senate. Maximum punishment is 5 years imprisonment, $1000 fine.

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Trade journal of newspaper business, *Editor & Publisher*, in June 2 editorial warns comic strip syndicators they better think twice before allowing dramatization of their comic strips on TV. "The newspaper-TV battle," it states, "is not merely a fight for the advertisers' dollar, as was the radio-newspaper fight primarily. This is a contest for the readers' time in which no holds are barred" *Editor & Publisher* itself has published numerous surveys and statements to show TV's effect on newspaper reading has been nil, as has *Television Digest* (Vol. 6:19, 38; Vol: 7:5). Its editorial grows out of May 26 story that *Bayonne* (N. J.) *Times* billed United Features for fee after Al Capp's *Li'l Abner* mentioned recent Milton Berle TV show. Note: Comic book publishing house, Whitman Publishing Co., has signed contract for new monthly comic book titled *The Range Rider*, based on CBS-TV show of same name.

Study of 168 newspapers in 62 TV cities indicates circulation gains since 1948—75% of morning papers and 81% of evening showing increases. In 1950, record TV set sales year, total circulation of newspapers studied went up to 31,000,000 as against 30,360,000 in 1948, according to Geyer, Newell & Ganger Inc., which made study.

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Color Report
June 9, 1951

COLOR WAR AWAITS SETS, SHOWS, SALES: Basic color picture hasn't changed much in the fortnight since Supreme Court decision. It shapes up as series of running publicity skirmishes until CBS unleashes its biggest guns when it goes commercial June 22, or thereabouts, and RCA counters with public demonstrations of its own system "in early July." Main battleground will first be New York area.

But all this will still be just publicity. A realistic showdown isn't seen likely until people can walk in and buy color apparatus and make clear, by their purchases over a period of time, whether CBS-type color warrants a mass production industry -- and can stand the gaff in a "price market."

Even then, a compatible system may be placed before FCC in such an attractive package that the Commission must carry out its promise to reopen whole issue, regardless of incompatible system's status at the time. Meanwhile --

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(1) It's obvious that color sets aren't here yet, won't be cheap when they do come. Authority for that is Air King itself, soon to be "CBS Columbia Inc., consumer products division of CBS."

(2) CBS is counting on slim initial colorcasting fare to precipitate big promised demand for sets. That's apparent in its proposed color schedule, which is carefully set up to minimize black-and-white dislocation.

(3) Mass of manufacturing industry, despite fact current trade is badly shot (see Trade Report), has become sold on all-industry compatible system, hasn't been panicked into climbing on CBS bandwagon.

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Price of Air King's color sets, shown to press June 4, came as surprise, in light of CBS's consistent "inexpensive" talk. TV-only 10-in. consoles, with magnifiers giving 12½-in., will run $400 & $500, depending on style. And these have only manual switch to go from color to monochrome.

"Early September" deliveries of sets, to be called "CBS Colorvision," are promised. Company says it recognizes gamble in tooling for color in face of possible materials shortages. It has no present plans for converters or slave units.

Black-and-white sets will remain basic, because of price, even Air King officials are telling trade. Though confident color sets will sell like hot cakes, they're no less positive than rest of industry in saying that black-and-white will continue to be industry's main product for long time to come. Adapters, to enable past and present black-and-white sets to receive CBS color in monochrome, will be built -- cheap, they say.

When new CBS subsidiary will make drum sets instead of disc type, so as to get bigger pictures, wasn't indicated. Air King also takes dim view of tri-color tube, saying Hytron is working on one of its own to be used whenever practical.

Color demand is enormous, says Air King, but it also reports great increase in black-and-white business and dealers clamoring for franchises. Company reports it now has 35 major distributors, and is "closing up weak spots" elsewhere. About 35% of business is private label, including Sears Roebuck.

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Paramount's "Chromatic TV" seems to promise earliest date, July 1, for combination color-monochrome sets. These will be built around Lawrence tri-color tube (Vol. 7:22), which officials admit doesn't give quite as sharp a picture as disc but permits pictures 17-in. and 21-in. or larger.

Chromatic's plans don't seem very clear. It has no distribution setup, is cagey about production facilities. Tieup with big department stores is possible.

Copyright 1951 by Radio News Bureau

First offering may be AM-FM combination which could cost up to $1000. New York will be first market -- for "several thousand."

Company says CBS has spurned offer of tube. CBS denies that, says it was never offered. But Paramount feels some big firms will be buying it soon, claims it can be mass-produced much more easily and cheaply than RCA's.

Among other manufacturers in the CBS color act: Tele-tone reports that slave converters will be available for "under $100" by Aug. 1; Tele King says it will go into production "soon" on color-producing "Fadrak," described only as a plastic panel that is "wired directly to the body of the receiver"; Muntz claims that color production activity has already begun. And there's the inevitable flock of fringe operators, unknowns who promise everything -- including one advertising "color adapter" for $14.95 "to convert black and white TV to color."

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CBS's colorcasting schedule, as tentatively proffered affiliates, starting June 22, date of Supreme Court mandate: 10:30-11 a.m. & 11:15-11:45 p.m. daily plus 2:30-3 p.m. Saturdays. Among shows reportedly planned are color repeats of portions of regular Godfrey, Big Top, Ed Sullivan shows.

Some 25 sponsors are said to be lined up, to pay $300-$400 an hour for time and facilities. Included are major advertisers, many of whom have been given color demonstrations of their products (Vol. 7:11,14).

CBS's problem is how to make these sponsors stick when publicity value peters out -- which many think is bound to happen before size of audience can grow to anything worthwhile.

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No break in industry front was apparent at RTMA convention in Chicago this week. Top-level executives heard GE's Dr. W.R.G. Baker and Philco's David Smith describe work of NTSC's Ad Hoc color committee (Vol. 7:1,18,22), agreed to throw weight into development of projected all-industry "composite" system.

Some companies have their own ideas about methods for building upon basic principles of NTSC plan, which majors have accepted as better method of producing color -- giving rise to speculation about schism among manufacturers. Actually, no break is apparent between RCA and others on Ad Hoc committee -- DuMont, GE, Philco, Hazeltine, Sylvania -- but it's apparent the others don't want system to bear "onus" of FCC attitude toward RCA.

Hence they refer to "composite, compatible, all-electronic system," though it is said by members to be basically the same one RCA promises to show in July.

No one knows when FCC will be asked to reconsider compatible system. Field testing certainly will take some months, and public reaction to demonstrations of RCA system, which embraces Ad Hoc's recommendations, will be watched closely.

GE announced that it will begin test colorcasts, in Syracuse, "as soon as possible," using still pictures at first, live programs later. NTSC will be reorganized into 8 panels June 18, for coordinated attack on problems. Plan is to bring perfected system to Commission's attention by end of this year.

Added impetus for other manufacturers will come with RCA's June 19-20 New York symposium on tri-color tube (Vol. 7:22), right after which 17-in. samples will be made available to licensees and during which 21-in. model will be shown. RCA will telecast its system for many showings to public, press, technical bodies -- first in New York, then in other cities via coaxial and microwave. RCA Chairman Sarnoff sails for Europe June 15, leaving direction of company's "color campaign" in hands of committee headed by president Frank Folsom.

But "it's a race against time," as chairman Robert Sprague frankly warned RTMA members. He pointed out that if CBS sets or converters sold in any quantity, compatible system would face problem of being "incompatible" with CBS system -- as FCC's own decision said in declaring "open door policy" on compatibility.

This time factor may induce RCA, or someone else -- if industry progress seems too slow -- to go to Commission on its own system even before whole industry agrees on all system details.

No RTMA-sponsored anti-CBS advertising campaign is in the works, though RTMA plans brochure to give dealers its evaluation of color situation. Individual manufacturers say they intend to slap back hard in big ads, if CBS "plays rough" in its promotion campaign and further depresses their already moribund sales.

Sample of industry ammunition, at this stage of game, comes from Philco's James Carmine, one of industry's savviest merchandisers. In statement to Philco distributors and dealers, he said:

"The situation is exactly as it was last October when the FCC first issued its ruling...We advised all Philco distributors and dealers that even though FCC had approved a color system, actual color signals would be on the air during fringe hours and on a very limited basis. These limited color broadcasts will not interfere with the great TV programs of today...The present firmly-established black-and-white TV service will continue to be the basic system of commercial TV for years to come. [A compatible system], in the very near future, should be ready for field-testing. It will require, however, refinements of the receiver as well as refinements of the color picture tube before it can be presented to the Commission...We firmly believe that this all-electronic color system [will] become the very finest color TV system in the world."

He went on to say that Philco sets now being made are equipped for easy adaptation, thus enabling customers to buy with assurance of protection.

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Talk of "immediate" color production on any sizable scale by CBS adherents is pooh-poohed by major manufacturers. Sure, they say, anyone can build samples, but it takes 6 months for any serious start on mass production. They point to critical shortage of engineers, who are wrapped up in military developmental work on 5 times as many kinds of electronics gear as in last war. You can't sustain an industry, they say, by a few thousand sales to gadget fans and wealthy novelty-seekers.

Idea of cheap color sets, converters or adapters is just day-dreaming, as far as top manufacturers are concerned. Even Zenith engineers, who built CBS sets for medical demonstrations, claim mere adaptation means almost complete rebuilding of sets now in hands of public, with scarcely any servicemen able to handle the job. CBS disagrees, contends a few adapter designs can take care of all existing sets.

Sets now being built are something else. They can be designed to take adapters later. Matter of fact, Philco's new line (Vol. 7:22) was built just that way. Company says it has adapters for anyone who wants them.

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Color's impact on sales is hard to figure, simply because business is so bad anyway (see Trade Report). Some say customers' color queries have petered out. Others claim it's just beginning, is one more factor keeping people away.

CBS's forthcoming campaign, countered by RCA demonstrations and possible other counter-campaigns, may leave color-impact element impossible to segregate.

It's not likely FCC will give forth with any "advice to the consumer" -- not in near future, at least.

FCC hasn't distinguished itself in past for acumen about economic trends, or for its knowledge of manufacturing costs or its awareness of current demands on electronics industry. At moment, its policy is also "wait and see," and members now apparently appreciate it too has tremendous responsibility not to dry up an industry. "Gradual evolution" is attitude, and "open door" to compatibility is policy.

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Press handling of color story remains quite accurate, with few exceptions. One egregious slip was May 29 Chicago Sun-Times headline, reading: "Court Backs CBS, Next Week--Color Video." But later editions read: "Color TV Here But Sets Aren't."

RCA is distributing brochure of reprints of stories and editorial comment from newspapers and trade press throughout country, most showing remarkable grasp of intricacies and implications of complex color issue. It's designed to help distributors and dealers explain things to buying public.

CBS keeps up flow of publicity pending Big Day, carrying on demonstrations

for fashion groups and the like. It is even reported sending Dr. Peter Goldmark to Geneva, where international TV standards are under discussion, in effort to sell other nations on CBS color.

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Stations haven't had much to say, still sit tight. CBS is undoubtedly getting more gear from Remington Rand to equip its KTSL, Los Angeles, and partially-owned WTOP-TV, Washington, possibly also other outlets.

Remington Rand says it's in good shape to handle orders, has had lots of inquiries lately, but no firm station commitments yet. Company says it has already got its initial costs out, believes potential competitors would have tough time catching up. Delivery of camera ordered now could be made in 120 days, it says.

DuMont says it will accept orders for CBS camera chain, has been building new one easily adaptable to system. GE likewise reports simple adaptability of new equipment. RCA, which once made color camera for CBS, says "no comment" at present.

CANADA'S TV and radio will remain under control of Canadian Broadcasting Corp. if Parliament follows recommendations submitted this week by Massey Commission on Arts, Letters & Sciences. For TV—only 2 stations yet authorized being CBC's (Vol. 7:22)—Commission proposes:

(a) No private stations be licensed until CBC national programs are available, and private stations be required to serve as CBC program outlets.

(b) Financing of CBC's TV programming to come from Federal treasury, with commercial revenue and TV license fees to pay operating expenses.

(c) CBC to exercise strict control over TV stations to avoid excessive commercialism and encourage use of Canadian talent.

(d) Entire question of telecasting in Canada be re-examined by independent body within 3 years after start of regular service.

Commission gave CBC administration 4-1 confidence vote, rejected broadcasters' appeals for separate board to control both CBC and private stations. Report recommended private broadcasters' licenses run for 5 years instead of present 3, and that private broadcasters be granted right to appeal CBC rulings to Federal courts. Commission wants present $2.50-per-set radio license fee unchanged, didn't recommend any specific TV fee.

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Census Bureau's count of 5,120,000 homes with TVs as of April 1950, though more than year old, establishes sort of bench-mark for industry statisticians. Preliminary *1950 Census of Housing Report*, released this week, discloses this number of TV homes (census takers also counted refrigerators, heaters, etc.): 4,376,000 urban dwellings with sets, or 15.8% of urban total; 571,000 rural non-farm homes, 6.8%; 174,000 rural-farm, 3%. Northeast and North Central areas had about 75% of all. Census Bureau count compares with NBC's April 1, 1950 sets-in-use figure of 5,343,000 (Vol. 6:16), May 1 figure of 5,846,000 (Vol. 6:20). Census takers found radios close to saturation—40,093,000 out of 45,875,000 homes (95.6%).

Republic Pictures opens film vaults to TV in deal very much like Lippert's (Vol. 7:17), whereby Petrillo's AFM agrees to release of either old or new films if new musical scores are recorded for TV and 5% of gross receipts from TV is paid to union. Move is first by any member of big MPA. President Herbert Yates has assured exhibitors releases will be only old films, depending on TV revenue potential. Meanwhile, Lippert is leasing 26 films to WCBS-TV in New York, KTLA in Los Angeles (owned by Paramount Pictures) and WGN-TV, Chicago, for reported $70,000, $69,000 & $67,500, respectively.

Paramount Pictures' net earnings for first quarter were estimated at $1,411,000, as against $1,441,000 in first quarter 1950, by president Barney Balaban at June 5 stockholders meeting. Figure doesn't include $205,000 (vs. $597,000 first quarter 1950) in profits from partially-owned companies, principally DuMont in which Paramount has 29½% interest. Paramount also holds half interest each in Chromatic Television Laboratories (Lawrence color tube; 7:22) and International Telemeter Corp. (fee-TV; Vol. 7:22). Balaban said increase in foreign revenues "in the face of a contraction of our domestic market" may be enough to offset higher taxes and amortization charges.

As to TV's impact, Balaban said: "It is now clear that TV has had its unmistakable effect upon our grosses, particularly in those areas of high TV concentration such as New York, Chicago, Detroit and Los Angeles." But change from wartime to peacetime economy—not TV—has been principal cause of movie slump, he added. "With further expansion of television, we can expect its increasing influence on our business," Balaban said, adding that "it need not be an adverse influence." He gave "beneficial interrelationship" between film and TV industries as Paramount's aim, cited successful operation of its TV station KTLA, Los Angeles. Stockholder Benjamin M. Corey charged "bungling" in Paramount's TV and research department had cost company more than $4,000,000 a year, but company officials said only $1,500,000 had been invested in TV research in 7 years.

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Extension of TV network to Miami will take "at least a year," reports AT&T official following ABC announcement this week that it had asked phone company to interconnect Miami's single outlet, WTVJ (Wometco theatres). Meanwhile, further extensions seem to be in prospect between U. S. and Canada. Tests to determine best sites for microwaving TV signals from Buffalo to Toronto were reported in April *Electrical Digest*, Toronto, quoting Harold G. Young, Canadian Bell western area gen. mgr.: "We know we can bring TV in and provide good quality reception, whenever the time comes for its authorization." CBC's Toronto station is due on air in early 1952 (Vol. 7:22). And, NBC has asked that following cities be interconnected next year: Tulsa, Oklahoma City, Fort Worth-Dallas, San Antonio, Houston—microwave route now under study by AT&T engineers (Vol. 7:6, 20).

June 1 sets-in-use reported since NBC Research's "census" of May 1 (Vol. 7:21): St. Louis 293,000, up 4000; Washington 265,250, up 4250; Fort Worth-Dallas 120,736, up 3736; Memphis 87,871, up 2871; Omaha 79,098, up 2298; Miami 70,000, up 5000; Greensboro 69,556, up 2556; Norfolk 69,130, up 1830; Utica 43,500, up 1500.

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Television Digest

WITH AM / FM REPORTS

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E. L. FELLOWS

HIGH TV PRODUCTION OUT FOR DURATION: It isn't "just talk" any more.

Even if demand for TVs should suddenly snap back....even if by some miracle today's inventory glut were to be wiped out....even if buyers began clamoring for every new TV receiving set produced --

Production couldn't begin to approach last winter's boom proportions. Output at 150,000 to 200,000-per-week level is out for the duration of the mobilization build-up period. Here's why:

"Military production is just now getting under way on a big scale. The output of civilian goods is just now beginning to be seriously cut back."

The words are President Truman's, from his June 15 TV-radio address, and they point a finger at the TV-radio industry particularly. Materials limitations and shortages, from here on in, will be every bit as drastic as predicted.

Shortages have slipped in the back door, while trade slump held production down. If demand picks up, present rate of TV production can go up -- but not much.

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Military orders and production generally are moving forward and the volume is big (Vol. 7:23), albeit not all TV-radio manufacturers are getting enough defense work to offset their civilian dropoff.

The condition is underscored by RCA's announcement June 15 that its big Camden TV plant will be entirely converted to military production after 2-week vacation that begins June 29. And GE, in revealing layoff of 300 of the 900 workers at radio receiver plant in Utica, stated it was due to govt. materials restrictions.

Camden plant employs 1200, begins radar output this fall after engineers have reconverted it. Until then, about 450 workers will go into other jobs, starting July 17; others will be recalled as military production progresses. RCA plants at Indianapolis and Bloomington, Ind. will continue to turn out TVs.

"Govt. orders for critical electronic equipment have reached a volume which requires a substantial increase in manufacturing space and facilities." This statement by RCA Victor v.p., Admiral W.A. Buck, brings President's words closer home.

Signs are same throughout all industry, indicating defense production is beginning to take some of factory space -- and vast gobs of materials -- which would normally be used in TV-radio production. Although wholesale conversion of TV-radio plants to defense is still months off, the big cutbacks in strategic materials are here now and are destined to get progressively tougher.

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You don't have to be a soothsayer to get an idea of the terrific potential value of the 2,000,000 or so TVs now languishing in inventory -- in light of this drastically curtailed production.

President of Associated Warehouses Inc., Curtice Robertson, estimates that the nation's warehouses are filled to 95-100% capacity, largely with appliances,

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including TVs. These may be a drug on the market now, but what will they be worth next Christmas season?

Toughest problem for TV trade during this eerie reconversion period is how to hold onto these sets, prevent distress selling, until that oft-predicted day when they're "worth their weight in gold."

Factory inventories climbed to new high of 621,299 as of June 8, up from 593,299 preceding week's end, RTMA reports. Production of TVs for week was 73,470 (3160 private label), up from 53,969 week ending June 1 (Vol. 7:23), which included Memorial Day hiatus. Radios for week went up to 326,867 from 235,236 preceding week, factory inventory rising to 377,625 from 307,728. June 8 week's radios were 145,131 home receivers, 144,123 auto, 37,613 portable.

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If you have any doubts about potentialities of trade's big inventories, consider these facts of life about TV production:

Lack of demand has dictated production cuts since March. You didn't hear much squawking about material shortages. But they weren't far behind. If demand had been at peak -- even then there would have been steady decline in TV production through the second quarter. Consumer resistance applied the brake just as material shortages were about to do it.

Future TV production will be dictated by govt. defense production plans -- and, regardless of trade conditions, regardless of war or peace in Korea, the pinch will get tighter and tighter. You can expect this until late 1952, when planners expect mobilization to pass peak, and civilian production to hit comeback trail.

What of the rest of this year? On basis of third quarter curbs, industry couldn't conceivably average even close to 100,000 TVs a week. And fourth quarter can't possibly be better -- overwhelming odds are that it will be worse.

All-out Controlled Materials Plan for fourth quarter will probably cover TV-radio and other consumer durable goods. But it won't mean bigger share of materials. It will simply allocate to manufacturers the metal the Govt. doesn't need for defense production. But consumer goods will still be at the end of the line.

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Here's the score for third quarter, as adduced from careful checks with govt. production control authorities:

Cutbacks in steel, copper, aluminum -- the basic controlled metals -- will hit directly at TV set manufacturers. But shortages of the rare metals used in TV and radio components -- nickel, cobalt, tungsten -- may hit the hardest.

"Rough, tough and nasty," is how one high control official described the nickel situation. Just this week, NPA sharply stepped up amount of nickel-bearing alloy steel the mills must reserve for defense orders. This leaves less nickel for tubes, speaker magnets, focus devices. And they tell us it's only the beginning.

Tube makers are getting less and less nickel -- and they must use it to make more and more military tubes. What's left goes into civilian tubes. They're scheduled to get 150-180,000 lbs. of nickel in July, compared to 180,000 in June, 200,000 in May, average 283,000 a month in 1950.

Whether tube shortage can be averted this year rests on answers to these questions: (1) How many tubes will set manufacturers require? (2) How big a supply of unbranded stock are tube makers setting aside for future sale?

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On basis of copper supply alone -- ignoring nickel and the other rare metals -- third quarter outlook isn't rosy. Set manufacturers will be limited to 70% of steel, 60% of copper, 50% of aluminum they used during average quarter of first-half 1950 base period. This includes metal in parts as well as raw metal.

Assuming that 60% copper cut will be the limiting factor -- and, for the moment, disregarding conservation measures -- restrictions would permit production of about 934,000 TVs during third quarter. This is an annual rate of 3,737,000, or 72,000 a week -- based on a flat 60% of average base period quarterly output of 1,557,000 sets.

But conservation will surely enter the picture. So, assuming that conservation, together with concentration on smaller low-end lines, could save 25% of copper used per set during base period -- third quarter could see maximum output of 1,125,750 TVs, an annual rate of 4,503,000, or 86,000 a week. Greater conservation could possibly bring this figure up a few notches -- but, by the same token, other shortages and restrictions could drag it way down.

And there's another joker in the deck. Since consumer goods won't come under CMP third quarter, the 70-60-50% limitations on steel, copper, aluminum may be just another fishing license. They're maximums, not firm allocations.

Govt. production planners say they've cut down CMP allotments of metals in order to leave enough for consumer goods. But if there's a slip-up in their figuring, the cuts may go much deeper.

SPEEDIER END OF FREEZE NOW FCC AIM: Now really bent on hastening freeze thaw, FCC batted vexing freeze problems back and forth almost all this week -- finally assented to hear oral arguments June 28 on legality of its predetermined allocation plan prior to scheduled July 9 city-by-city hearing.

Not that Commission has much doubt about legality -- or wisdom -- of its proposed rule-making and allocating course (see Allocation Report, March 24, 1951). But it insists it has open mind -- "will consider better ideas, if any are offered," to use the words of Chairman Coy.

Looking beyond oral argument, Commission racked its collective brains for techniques enabling speedup. So far, only one idea has gained strong support, but it's doubtful FCC will try it without considerable industry backing. It's this:

Dispense with city-by-city hearing. Let FCC make final allocation on basis of written comments, perhaps after another round of comments wherein all parties fire all guns they've been saving for hearing.

Legality of this procedure is quite sound, say Commission sources. But, as one commissioner puts it: "We'd be called 'a bunch of arbitrary bastards' if we did that by ourselves. It would be pretty hard to get 7 rather gun-shy commissioners to do it. But if the industry liked the idea, there would be no trouble."

Four weeks of scrutinizing comments would produce a final allocation, according to some commissioners.

Whether much of industry would go along with such procedure, is hard to say. Lawyers always incline towards hearings, like to "make a case," to embarrass the opposition, to feel out commissioners. And educational issue probably increases reluctance to drop hearing, because applicants thus have a "common enemy".

Answer to Sen. Johnson's letter (Vol. 7:22) is implicit in grant of oral argument. Also implicit is fact that partial freeze-lifting (Vol. 7:13) becomes impossible pending disposition of legalities.

FCC's authority to allocate by rule-making and to reserve channels are only questions to be argued, Commission ruled. Other contentions were dismissed, such as those of WKMH, Dearborn, Mich. (Vol. 7:18) to effect that parties didn't have full opportunity to participate in rule-making and that proper quasi-judicial hearing hasn't been given the 31 stations involved in channel shifts.

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Opposition comments filed this week numbered 300-odd, are just about what was expected: Everyone wants a vhf channel, will even quote FCC rules to get it.

[For digests of oppositions, see Supplement No. 72-B sent herewith to all full-service subscribers. Any we've missed will be reported next week.]

Ramifications of original comments (Supps. 72 & 72-A) and oppositions impel people in Commission to contend procedures proposed by FCC Bar Assn., et al., are impractical, legal or not. They insist you can't combine allocations and competitive hearings and still confine them to specific cities, that there aren't enough "fire breaks" (existing stations) to keep such hearings within workable limits.

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Educators have suffered couple setbacks. (1) Their FCC champion, Comr. Hennock, was nominated to be Federal judge (see p. 4), which may take some of steam

out of their cause. (2) Views of Ford Foundation consultant James Young, favoring use of commercial stations for education (Vol. 7:23), were widely disseminated.

Though educators haven't always been happy with Comr. Hennock, they appreciated value of her vociferous advocacy via public speeches and on FCC bench.

They're plenty disturbed over Young's statement, in letter released by NARTB. He wrote:

"There may develop specialized uses for TV in instructional and cultural material for which we need non-commercial support, just as we need it in other institutions of our society, but the important fact remains that we are committed to a commercial, competitive system of broadcasting in this country, and that through it we will eventually be spending not less than a billion dollars a year in time and talent costs for commercial TV.

"It is this powerful stream of commercial broadcasting which, in my opinion, will be the real impact of TV on this country -- on its level of information, its emotional maturity, and its unconscious behaviour pattern."

Reluctant to bite hand which has fed educators to tune of some $500,000 to date, Joint Committee on Educational TV insists educators mean business. New associate director Ralph Steetle estimates that 10 institutions would be ready to build today, if they could get channels, that another year would bring 10 more.

BETTER FCC-INDUSTRY RELATIONS SEEN: It remains to be seen whether FCC changes mean end to big-stick era of TV-radio regulation and improved relations between the Commission and the broadcasting-telecasting and related industries.

Comr. Frieda Hennock's appointment to a Federal judgeship, resignation of asst. general counsel Harry Plotkin to join top-hole Washington law firm, unopposed confirmation of Chairman Coy by Senate -- all happened this week.

Add promising staff setup of newly established Broadcast Bureau (Vol. 7:18), and it would seem the outlook for fewer brickbats is good. But anything can happen.

Miss Hennock stays until confirmed by Senate, which may take quite a while, inasmuch as New York City bar association is opposing her as "unqualified" for the district judgeship there, to which President Truman appointed her. But Federal nominations aren't usually beaten by such local opposition -- so the radio fraternity is already playing the usual guessing games about her successor.

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Miss Hennock's departure is frankly welcomed by radio folk -- though her FCC voting record is good. But she's author and prime mover in "educational allocation" plan whereby sizable number of scarce and now-eagerly-sought TV channels, particularly vhf, would be held for institutions of learning. This means that many less available for commercial stations, and probable slowdown of end of freeze.

The brilliant Mr. Plotkin, credited with being architect of some of FCC's get-tough policies, the man who drafted its bitterly controversial color reports, joins Arnold, Fortas & Porter law firm to work mainly on litigation and appellate cases. Former FCC chairman (ex-OPA administrator) Paul Porter is partner in this firm, whose clients include many TV-radio and related interests -- among them ABC, Paramount Pictures, Muzak, Western Union.

Scuttlebutt has Hennock job going to Robert T. Bartley, aide to his uncle Speaker Sam Rayburn and onetime employe of NAB and Yankee Network. But at Democratic National Committee the women's division says the post definitely is earmarked for a woman, though no candidates were indicated. Mrs. Fanny Litvin, with FCC and old FRC since 1928, now an examiner, is supported by Senator Murray, of Montana, her home state, and trade talk has mentioned these other possible candidates:

Neville Miller, onetime mayor of Louisville, ex-NAB president, now practicing radio law in Washington; Edward Cooper, former communications asst. to Senator Johnson's Committee on Interstate & Foreign Commerce, now aide to majority leader McFarland (D-Ariz.); Benedict Cottone, FCC general counsel; Theodore F. Granik, who moderates NBC's American Forum of the Air; Don Fink, editor of Electronics Magazine. Only certainty about appointment is that Senator Johnson will have decisive voice.

MANEUVERING OF THE COLOR PRINCIPALS: Color showdown -- or a series of them -- is yet to come. Crescendo of activity and publicity continues to rise:

June 18: National Television System Committee (RTMA-IRE) reorganizes into panels for all-out assault to perfect details of all-industry system (Vol. 7:23).

June 19-20: RCA reveals all its latest know-how on tri-color tube manufacture to 231 patent licensees, including CBS-Hytron, in New York's Waldorf-Astoria.

June 25: CBS inaugurates commercial color with an all-star show, featuring Arthur Godfrey and piped to Boston, Philadelphia, Baltimore, Washington.

July 9, or thereabouts: RCA begins public demonstrations of its system -- locations and schedules yet undisclosed.

From then on, it's up to public to answer these questions:

(1) What happens to black-and-white sales before color sets appear?

(2) How well will color sets sell when they begin trickling through in couple of months? And how will they affect black-and-white market?

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But status of compatible system may be an even bigger imponderable. That's up to FCC and probably RCA -- since rest of industry, through NTSC, isn't expected to place its system before FCC prior to fall or winter.

FCC's position was reiterated in question-answer statement released this week. Commission indicated that CBS system is "law of the land," that compatible system will be considered only when it completely fulfills all requirements laid down in original color decision, namely -- petition for hearing must be filed; receiver must be delivered to Commission; signal must be put on air in Washington; system must meet 7 rigid performance criteria (see Oct. 14 Special Color Report).

Nothing new or unexpected in that. But various interpretations have been put on this statement: "Persons with genuine programs of experimentation...may carry on their experiments by securing [appropriate authorizations]. Such authorizations, however, do not permit the rendition of a regular broadcast program service nor may any of the programs be sponsored."

Whether this cramps RCA's style in its off-air public showings remains to be seen. Closed-circuit demonstrations are something else; FCC admits it has no jurisdiction there. Extent and nature of off-air showings will undoubtedly determine Commission's attitude. At least one commissioner has made it clear he doesn't want demonstrations used for "exploitation" purposes (Vol. 7:22).

Comr. Hennock's attitude toward compatible system was reiterated on June 10 Meet the Press telecast when she said she thinks such system is ultimate answer, and wondered whether "it might be a good idea to have dual standards and let the public provide the answer." She also said that present sets won't be obsolete for 5-10 years. Nevertheless, she defended CBS system as a "very great improvement that shouldn't be kept from the public."

RCA's intensity can't be underestimated. Although it goes along with NTSC on color system principles, it apparently feels it's way ahead of the pack, may well come to Commission on its own in near future. But it isn't saying so, yet.

RCA has set up top-echelon committee to handle color in absence of chairman Sarnoff, who left June 15 for 2 months in Europe. It comprises RCA's Frank Folsom, D.F. Schmit, C.B. Jolliffe, Mannie Sacks, NBC's Charles Denny and Frank Russell. And NBC-TV has temporarily detached program manager Ernest Walling for full-time supervision of color programming.

Gen. Sarnoff predicted, in June 13 speech at Chicago's Mundelein College, that black-and-white "will remain the backbone of the TV industry for a number of years to come," said "we hope and believe" FCC will eventually approve RCA system.

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CBS's gala June 25 color opening, set for 4:30-5:30 p.m., will feature FCC Chairman Coy, CBS's Wm. Paley and Frank Stanton, in addition to network's top stars -- Godfrey, Ed Sullivan, Faye Emerson, Garry Moore, Sam Levenson, et al. Show will be sponsored, participation, probably by stars' regular sponsors.

Regular daily schedule begins June 27, 10:30-11 a.m. & 4:30-5 p.m. with

early afternoon shows added on Saturdays. CBS is said to be dickering with General Mills for regular sponsorships.

Programs will be offered to WMAR-TV, Baltimore; WNAC-TV, Boston; WCAU-TV, Philadelphia; WTOP-TV, Washington.

E.K. Jett, director of Baltimore Sun's WMAR-TV, says he'll carry only morning schedule, can't clear afternoon, will use occasional early Saturday afternoon show. Station has borrowed two 10-in. table sets from CBS, will display them in lobbies of old and new Sun buildings. It has also ordered color monitor from Gray Mfg. Co. No big promotion is planned, Jett says, but newspaper will carry small box inviting public in and will feature news stories on color.

John Hayes, manager of WTOP-TV (55% owned by Washington Post, 45% by CBS), says station will carry morning programs only, will have couple sets for display in station lobby, doesn't plan heavy newspaper promotion.

Expected CBS publicity campaign hasn't broken in full force yet. However, Retailing Daily has story to effect that $12,000,000 promotion was to start June 16, on CBS's own facilities, newspapers and magazines. Story came from Los Angeles, was based on interview with Jack Covel, head of Exclusive Sales Corp., Air King distributor. He said he had conferred with CBS officials, believed that color would be on air in Los Angeles in 60 days, that 12½-in. converter would be available for "about $200," that "we will guarantee in writing, if necessary, that converter units can be installed in a matter of minutes by a serviceman."

Meanwhile, CBS issues news releases daily, quoting glowing tributes from Walt Disney, members of Japanese radio delegation, CBS programmers, etc.

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Aside from RCA, most outspoken critic of Commission among major manufacturers seems to be Emerson's Ben Abrams. In June 12 talk to Assn. of Customers' brokers in New York this week, he said:

"The CBS system is an imposition on the public. With all its other drawbacks, it will be at least 2 years before color sets can be available to the public generally, allowing for the time required to tool up for mass production. A few sets may be seen next fall, but they will be for demonstration purposes only. Furthermore, to adapt present sets to receive CBS color broadcasts in black-and-white would cost the owner $50 to $100 for an adapter, plus $150 to $200 for a converter to receive color." And he said that such equipment might not pass underwriters' approval.

As for compatible system, Mr. Abrams said: "Its advantages will be concretely demonstrated to the public through comparison of the limited entertainment value of the mechanical color system with great strides made in black-and-white."

Another strong-minded manufacturer, H.L. Hoffman, after attending RTMA Chicago convention (Vol. 7:22), stated: "It would appear that the prospects of harnessing the entire know-how of the electronic industry in the NTSC system is a very good one, and one that will not only protect the retail customer, but give the industry sufficient latitude for future technical developments."

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The few manufacturers going along with CBS apparently have settled down to carry out color production promises or have merely settled down. Air King, now officially a CBS subsidiary (see Financial Notes), is still promoting its black-and-white sets to the trade, saying they're adaptable to color and uhf. Its color sets, when they do come, will all be disc-type initially, not drum, since company still has to lick problem of splitting or folding up drum for black-and-white reception.

Paramount's "Chromatic Television Labs" hasn't said any more about sets since it promised demonstrations of combination color-monochrome receivers July 1 (Vol. 7:22), but it did announce signing research and development contract with Air Force, covering tri-color tube and "general electronic projects."

Really unusual color angle is that of Majestic. In full-page ad June 14 in Retailing Daily, it announced: "Coloramic" TV -- "It's Magical! It's Spectacular! It's Colorific! You don't need color telecasting in your city to see color on Majestic TV." Majestic turns out to have red-blue-green piece of film which is

placed in front of tube. Colors don't change, have no relation to subject matter, according to company officials. Majestic says it also expects to make film available to trade, to sell for about $10 for 16-in. tube.

A "color guarantee" was offered in New York by big Vim chain -- a contract to supply current set purchasers with adapters and converters at cost. Terms of contract leave Vim well-protected against almost every contingency of price, availability and performance.

Both FCC and RTMA agree that color and uhf should be among subjects of fair trade practices conference scheduled June 22 by Federal Trade Commission (Vol.7:23). It remains to be seen what FCC will recommend, but it's to be noted that Commission offered no "to buy or not to buy" advice in its question-answer statement.

THEATRE-TV 'PREMIERE' SCORES A HIT: America's first theatre TV "network" experiment was a terrific success -- judging from our own observations and from newspaper comments. All 9 theatres in 6 cities presenting the June 15 Joe Louis-Lee Savold heavyweight bout were packed to overflowing, with thousands turned away.

Madison Square Garden, too, was filled near capacity -- 18,000 spectators, an unusual crowd for a non-title fight these days. But success of initial International Boxing Club-movie house effort doesn't fully secure theatre TV's standing as substantial rival to free home TV (Vol. 7:23).

Tremendous publicity attending this "premiere" -- together with fact that bout was postponed twice because of rain to Friday night, normally a good theatre and fight night -- may have had considerable effect on attendance. Ticket sales for fight itself, not telecast at all nor shown in New York theatres, lagged when bout was originally scheduled at Polo Grounds June 13, picked up Friday when it was moved indoors. The 18,000 crowd wouldn't have been very impressive at Polo Grounds.

Nathan L. Halpern, who set up the cable-microwave network, said after show: "This is strong evidence that the public will pay to see programs they want on TV, film or whatnot. This will encourage further development of theatre TV."

Fight was shown in Albany, Baltimore, Washington, Pittsburgh, Cleveland and Chicago. Theatres in Boston, Binghamton, Detroit, Minneapolis were unable to get coaxial line clearances. IBC got percentage of theatres' take, varying from house to house. It didn't amount to much compared to the $100,000 offered by home-TV sponsor Pabst, but all parties emphasized hookup was purely experimental.

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We saw the show at RKO Keith's in Washington. Line in front of boxoffice began 4 hours before 10 p.m. fight time. By 9:45 it extended more than a city block. We selected 12 people at random, found that 9 of them had TVs at home. Some grumbled about having to pay to see TV -- nevertheless they were waiting in SRO line.

Crowd was cool at first, but warmed up quickly when real action began in second round. By knockout round (sixth) there was much of the vocal enthusiasm of a fight arena in the theatre audience. Most of the audience didn't stay to see the feature picture, although it was shown as part of the bill.

Enthusiasm for theatre TV was apparent in the crowds leaving the theatre. The 15x20-ft. picture, while dim, fuzzy and lacking in depth by movie standards, was superior to home TV, in opinions we heard after the show. And there was certainly more of a feeling of "being in the arena" than with home set.

But theatre TV hasn't established itself by this one event as a big-time competitor to free home TV. More experiments are to follow. Same "network" will screen 2 more IBC bouts in next few weeks: Jake LaMotta-Irish Bob Murphy June 27, Rex Layne-Rocky Marciano July 11. Time alone will tell whether the public will pay to see events which have been kept off their TV screens at home.

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Surprising angle in fight telecast was fact NBC camera crews shot the fight for the theatres. This plug appeared on theatre screens: "This theatre telecast has been made with the technical facilities of the National Broadcasting Co."

Apparently NBC doesn't want to be left out in the cold if theatre TV does become important factor on the American entertainment scene. It's known also, that

NBC's parent RCA, chief manufacturer of theatre-TV equipment, is developing its own system of home subscription TV.

Leaping into the theatre vs. home TV fray was Zenith's E.F. McDonald, promoter of Phonevision, this week who wrote to CBS president Frank Stanton: "Is the TV industry, manufacturing and advertising fraternity going to sit idly by and do nothing while theatre TV gains a monopoly on the showing of great events? Or are you going to help us establish subscription TV, which will give you a box office?"

Network Accounts: Curtis Circulation Co. *(Saturday Evening Post, Holiday)*, starting June 19 sponsors second edition of *Meet the Press* for 13 weeks on NBC-TV Tue. 8-8:30, thru BBDO, N. Y., occupying first half-hour of *Texaco Star Theatre* time for summer; Sun. edition of *Meet the Press* July 1 moves from 4-4:30 to 7:30-8, will continue to be sponsored by Revere Copper & Brass Co. . . . International Shoe Co. (Red Goose shoes), starting Sept. 1, will sponsor *Kids & Co.* on DuMont Sat. 11-11:30 a.m., thru Westheimer & Block, St. Louis . . . Mennen Co. (shaving products), starting July 6, sponsors *Twenty Questions* on DuMont Fri. 8-8:30, thru Duane Jones Co., N. Y. . . . Walter H. Johnson Candy Co. (Powerhouse candy bar) starts sponsorship of *Flying Tigers* July 29 on DuMont, Sun. 12:30-1, thru Franklin Bruck Adv. Corp., N. Y. . . . National Biscuit Co. (crackers & cookies) in fall takes over sponsorship of Wed. portion of *Kukla, Fran & Ollie* on NBC-TV Mon.-Fri. 7-7:30, thru McCann-Erickson, N. Y.; time being vacated by Ford at end of current run . . . Pall Mall July 6 replaces *Big Story* on NBC-TV Fri. 9:9:30 with *Door with No Name* for summer . . . Kate Smith starts new weekly show Sept. 19 on NBC-TV, Wed. 8-9, with Congoleum-Nairn Inc. signed as first sponsor taking half-hour alt. weeks . . . Gulf Oil July 6 replaces *We The People* with *The Cloek* on NBC-TV Fri. 8:30-9 for summer.

Station Accounts: "Daytime TV's oldest continuously sponsored program," is claim made for Philadelphia Electric Co.'s *Television Kitchen*, cooking show, on WPTZ Wed. 2-2:30, just renewed for another 6 months; it has been running since 1947 . . . Brooklyn Union Gas Co. takes additional half hour, Tue. 2-2:30, on *Market Melodies* on WJZ-TV, New York . . . Coca-Cola Bottlers of N. Y. embark on summer "saturation" campaign on TV-radio, aiming at housewives and teen-agers; using TV stations WCBS-TV, WNBT, WABD . . . Some 52,000 dogs, cats and other pets have been placed in good homes via *Calo Pet Exchange*, oldest sponsored show on KTTV, Los Angeles, Fri. 7:30-8 . . . Continental Oil Co., to promote Conoco N-Tane gasoline & Super Motor Oil, using TV-radio along with some 1000 newspapers in its 22-state distribution area (Midwest & Southwest) in campaign starting this month, thru Geyer, Newell & Ganger Inc. . . . Owl-Rexall drug chain buys *Jeanne Gray Show* on KTSL, Los Angeles, 3-3:30 Mon. thru Fri., thru BBDO, and Cunningham drug chain buys daily *Telenews Ace* plus 2 other daily newscasts on WJBK-TV, Detroit, thru Simons-Michelson . . . Forest City Products Inc., for new Adhesa-Foam food aid, testing TV before national campaign, thru Foster & Davies, Cleveland . . . Lutz & Schramm Inc. (jellies & preserves) using WDTV, Pittsburgh, preparatory to possible expansion later, thru Wasser, Kay & Phillips Inc., Pittsburgh . . . Among other advertisers reported using or preparing to use TV: Special Foods Co. (Jays potato chips), thru Olian Adv., Chicago; Beauty Sales (Shampoo-Curl), thru Barton A. Stebbins Adv. Agcy., Los Angeles; Regens Lighter Corp. (lighters), thru Alfred J. Silberstein-Bert Goldsmith Inc., N. Y. (WOR-TV); Gordon Strubler Inc. (Lathercap shaving brush), thru Sid Robbins Adv., N. Y. (WOR-TV); Mrs. Drenks Foods Inc. (Mrs. Drenks potato chips), thru Stone-O'Halloran Inc., Milwaukee; Jet Wax Co. (spray wax), thru Al Herr Adv. Agcy., Milwaukee (WTMJ-TV); Sheerr Bros. & Co. (Armo apparel interfacing), thru Lane Adv. Agcy., N. Y.

BEST way to stretch TV advertising dollar is to buy into a multiple-brand show, costing more than $17,000 per hour weekly to produce and rating 20 or better. That's one of the significant things NBC learned in its second Hofstra College study of TV audience, announced June 11.

Average TV program produces 15.6 extra customers per product for each dollar invested compared to pull of non-TV advertised item, report indicates. Program that costs more than $17,000 an hour weekly delivers 19.5 extra customers. A show with a rating of 20 or higher delivers 23.5 extra customers. And a multiple-brand show like *Kate Smith Show* or *Show of Shows*—where several brands are advertised on a single program—produces 38.8 and 36.8 extra customers respectively.

Study was based on 5067 completed interviews, including 3648 TV homes, made during last December and January in 16 counties of the 51% TV-saturated New York market. It is chockful of facts reiterating what first study showed last year (Vol. 6:18)—that TV sells merchandise. Some new details about TV audience extracted from study, which NBC plans to take on road soon:

(1) Adult TV set owners spend 135 minutes a day on TV—more time than they spend on radio-newspapers-magazines combined. Set owners spend 61 minutes on radio, 47 minutes on newspapers, 11 minutes on magazines. Non-TV owners spend 16 minutes a day on magazines; therefore, TV cuts magazine reading down by 31.3%. Average of *all* New York family heads—TV owners and non-owners—spends 90 minutes a day listening to radio, 73 minutes watching TV, 45 minutes reading newspapers, 13 minutes reading magazines.

(2) TV families are larger and have a higher income than non-TV families. There are 62 more people per 100 families in TV homes. Annual income of TV families is $664 more than non-TV owners. That adds up to $1.5 billion more income in New York's 2,350,000 TV-owning families (as of May 1). NBC points out that 73.2% of all new cars sold in New York last 6 months were bought by TV families.

(3) TV advertisers on air less than 13 weeks got 9.9 extra customers per month for each dollar invested; those on air more than 15 months got 20 extra customers.

(4) Daytime TV delivers 18.7 extra customers per dollar invested, while night time delivers 18.6 extra customers.

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TV saturation of at least 51% will have been reached in 25 top markets by October 1951 when total set population will be 14,000,000, NBC estimates in its new Hofstra College study. These are the cities, listed in descending order of set saturation: New York, Buffalo, Dayton, Minneapolis-St. Paul, Albany-Schenectady-Troy, Boston, Chicago, Detroit, Philadelphia, St. Louis, Baltimore, Cincinnati, Erie, Richmond, Syracuse, Los Angeles, Cleveland, Lancaster, Salt Lake City, Washington, Binghamton, Columbus, Milwaukee, San Diego, Wilmington.

Personal Notes: Harry S. Ackerman reelected v.p. in charge of CBS Hollyood network programs (TV & AM), resuming post he relinquished year ago to become production chief and, under his contract, still be able to collect royalties on show packages he created; Howard S. Meighan, heading Hollywood operations, returns to New York shortly . . . Fred Kilian resigns as ABC central div. program director as of July 1 to join Young & Rubicam, Chicago . . . Murray Grabhorn, ex-ABC sales mgr., has reconsidered taking managership of WPTR, Albany (Vol. 7:23), instead will be managing director, National Assn. of Radio & TV Station Representatives, headquartering at 101 Park Ave., New York; he succeeds T. P. Flanagan, resigned because of ill health . . . Don L. Kearney appointed to newly created post of TV program mgr., Katz Agency, major rep firm, devoting time to selling TV film programs and station-produced programs on national spot basis . . . Walter B. Emery, ex-chief of renewals & revocation branch, FCC Law Dept., has been appointed legal asst. to Comr. Paul Walker . . . John S. Hayes, gen. mgr., named president of WTOP Inc., Washington, operating WTOP & WTOP-TV (55% owned by *Washington Post*, 45% by CBS); George Hartford named sales v.p., Clyde M. Hunt engineering v.p. . . . George Castleman, ex-v.p., Bermingham, Castleman & Pierce, joins CBS Radio Sales . . . Charles F. Gannon, Benton & Bowles v.p., resigns to form Armstrong, Gannon & Associates, 280 Madison Ave., N. Y., with Spencer Armstrong, director of Opinion Leaders of America . . . David Kees, technical director, promoted to production mgr., KPIX, San Francisco, succeeding Forrester Mashbir, resigned . . . Dick Oberlin, news director, WHAS & WHAS-TV, Louisville, on 3 months leave to act as consultant on UNESCO education project . . . Victor Forkner resigns as adv. mgr., WPIX, New York . . . Laura Eggleston promoted to TV-radio timebuyer, Henri, Hurst & McDonald, succeeding Mary Poloson . . . Clarke A. Snyder, recently with Bulova and Biow, named field representative of CBS-TV sales service dept., handling station contacts . . . Jacob A. Evans, adv.-promotion mgr. of NBC spot sales, appointed mgr. of radio adv. and promotion for the network, succeeding George W. Wallace, resigned to join *Reader's Digest International.*

Comdr. Mortimer Loewi, retiring as director of DuMont Network this week, announced appointment of gen. mgr. Chris Whitting to that top network post while he resumes position of executive asst. to Dr. Allen B. DuMont. Mr. Whitting said staff shifts are now being worked out, will be announced next week.

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TV was third biggest money-maker for TV-radio appliance dealers in 1950, according to NARDA's fifth annual "Cost of Doing Business" survey. Refrigerators were first, accounting for 28.3% of total dollar sales volume, washing machines were second, and TV accounted for 13.7% of sales, up 2.4% from 11.3% in 1949. In 1948, TV represented 4.4%. Order of first 3 items was unchanged from 1949 to 1950. Significant is fact that 13% of all respondents' TV sales were made on trade-in basis. Some 92% of the responding dealers reported net dollar operating profit in 1950, as compared with 87% in 1949.

Packard-Bell preliminary report shows $992,000 earnings for fiscal Oct. 1, 1950, to May 31, 1951, compared with $775,000 for corresponding period year before. Sales for the 8 months totaled $16,000,000 as against $8,000,000. Before taxes, earnings were $2,672,000 vs. $1,191,000. Total of $143,735 in profit-sharing checks was distributed June 14 by Packard-Bell at Silver Anniversary ceremonies at Los Angeles plant. All hourly and salaried employes who were employed previous to March 31, 1951, were eligible. High man got $654.

Financial & Trade Notes: CBS-Hytron merger, whereby former pays 31 shares of its stock for each 100 of Hytron, was approved June 13 by stockholders of both companies on terms previously reported (Vol. 7:20)—and CBS added as vice presidents Lloyd H. Coffin, Hytron chairman; Bruce A. Coffin, Hytron president; David H. Cogan, Air King president. They will be elected to CBS board at July meeting, along with Frederick L. Chapman, Hytron director. CBS board filled vacancy caused by recent resignation of Isaac D. Levy (Vol. 7:22) by electing James B. Conkling, president of Columbia Records Inc.

Name of Air King Products Inc., Hytron subsidiary, has been changed to CBS-Columbia Inc., David H. Cogan continuing as president, and its receivers marketed under label "CBS-Columbia". Hytron Radio & Electronics Co., major tube manufacturer, continues under chairmanship of Lloyd Coffin, with Bruce Coffin as president. It's name may be changed, depending upon clearance with Secretary of State of New York, or it may simply be called Hytron Division of CBS.

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Top compensations paid in 1950 as salaries plus bonuses and/or profit-sharing to executives-directors of TV-radio and related electronics fields, as reported by SEC, included following over $50,000: Admiral—Ross D. Siragusa, $127,703; John B. Huarisa, $151,742; Wallace C. Johnson, $60,576. Avco—Victor Emanuel, $177,000; James D. Shouse, $131,000. DuMont—Dr. Allen B. DuMont, $364,-239. CBS—William S. Paley, $100,000; Frank Stanton, $151,597; Edward R. Murrow, $135,086. RCA—David Sarnoff, $200,000; Frank M. Folsom, $154,000; Charles B. Jolliffe, $101,000; Niles Trammell, $100,000; Walter A. Buck, $82,500. Philco—William Balderston, $193,750; James H. Carmine, $155,000; James J. Buckley, $96,875; Larry Hardy, $108,750; Leslie Woods, $106,500; Thomas Kennally, $106,250; John Otter, $97,000; Harold W. Butler, $82,250; Joseph H. Gillies, $92,350; Robert F. Herr, $64,833; Courtnay Pitt, $61,250; David B. Smith, $54,000. Sylvania—Don G. Mitchell, $104,679; Max Balcom, $70,103; H. Ward Zimmer, $64,239. Motorola—Paul Galvin, $75,-881; Robert W. Galvin, $50,881; Elmer H. Wavering, $52,-081; Frank J. O'Brien, $50,881; Walter H. Stellner, $50,881; Daniel E. Noble, $50,881; George R. Macdonald, $50,881. Zenith—E. F. McDonald Jr., $148,190; Hugh Robertson, $151,523; H. C. Bonfig, $83,492.

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Davega Stores Corp., which this month opened 27th store, reports net earnings of $718,340, equal to $2.48 per share after preferred dividends, on sales of $28,842,269 during fiscal year ended March 31. Provision for Federal taxes amounted to $637,000. This compares with net profit of $649,074 ($2.44) on sales of $24,359,215 for preceding fiscal year, when taxes were $403,541.

Dividends: Raytheon pfd., 60¢ payable July 1 to holders of record June 15; Reeves Ely, 10¢ payable June 25 to holders June 15, 15¢ on pfd. payable July 2 to holders June 15; Packard-Bell, 50¢ payable July 25 to holders July 10; Davega, 25¢ on common, 25¢ on pfd., payable June 25 to holders July 5; Motorola, 50¢ payable Aug. 1 to stock of record July 16.

IT&T reports consolidated net income of $4,136,256 on gross of $21,095,199 for quarter ended March 31 vs. $2,064,045 on $16,777,976 for same 1950 quarter.

Monarch Radio & Television Corp., Brooklyn, specializing in coin-operated TVs and radios, has declared dividend of one cent per share, payable April 30.

Erie Resistor Co.'s offering of 84,000 common shares (Vol. 7:21) is being made at $12 a share through Fulton, Reid & Co.

Topics & Trends of TV Trade: TV-radio industry feels it's lost another round in efforts to get Regulation W relaxed, now that Federal Reserve Board chairman William McChesney Martin has publicly told Senate Banking Committee there isn't going to be any modification. But some industry observers feel that FRB hasn't closed door completely, and that perhaps in month there may be chance to try again.

Despite pressures from Congress and industry to get 90-day moratorium on credit restrictions, FRB after 2 meetings this week decided to let things stand. Not the least of reasons for its adamant stand, in belief of many, was fact President asked continued measures against inflation in TV-radio speech June 14 and Board couldn't very well relax restrictions at same time.

It must be borne in mind that FRB looks at economy as whole and feels, according to informed sources, that Regulation W has halted upward spiral of installment credit, that any relaxation might "open up the floodgates" to inflation.

As to TV slump, FRB's attitude is: "You can't say Regulation W is the sole or even primary cause of your distress. There's usual summer slump, color, saturation. Therefore, we can't do anything for you." It's much same attitude as was originally taken in turning down RTMA petition (Vol. 7:19).

Any revisions of Regulation W on basis of hardship would have to apply to complete segments of the national economy, not to any specific industry which might be suffering, according to FRB experts. As for putting TV under household furniture category, which requires down payment of 15% compared to 25% for TV, FRB officials claim that TV, like any other durable, is a "deferrable" item—meaning that the consumer doesn't have to have it immediately but can wait and save up down payment. Furniture, they say, is a "non-deferrable" item—meaning consumer must have it at once.

Only alternative seems to be Congressional action—but Senator Capehart (R-Ind.), a former radio manufacturer who has been active in seeking revision of Regulation W, thought it would take 30 days for Congress to do anything, and "by then the whole picture probably would be changed."

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Not much excitement about TV-radio exhibits at June 18-28 Chicago Furniture Show, though usual exhibitors will be on hand both in Furniture Mart and Merchandise Mart. Advance reports indicate current lines will be shown mainly, with few if any new models on tap.

Air King (now CBS) has been advertising to trade that it will show its "Colorvision" sets (Vol. 7:23) in Trading Post Room, Merchandise Mart Bldg., July 18, 19 & 20, at 10 & 11 a.m., 12 noon, 1:30, 2:30, 3:30 & 4:30 p.m. But its ads play up standard black-and-white line.

Philco has already shown its new low-end models (Vol. 7:22), doesn't call them "new line" since more are to come later. Zenith is reported readying new line for August. Sparton, Pathe and Jackson have several new models to show in Chicago, and Stromberg-Carlson will have some too at its own Chicago branch office. Arvin holds distributor mectings July 29-Aug. 1 in Moraine Hotel, Highland Park, Ill., where new sets will be shown.

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DeForest Pioneers, club formed by alumni of various DeForest radio companies, met at Yale Club June 14—including Dr. Allen B. DuMont, DuMont Laboratories; Admiral Ellery W. Stone, American Cable & Radio Corp.; Frank Andrea, Andrea Radio; Wm. J. Barkley, Collins Radio; Louis Pacent, Pacent Engineering. Dr. DeForest, 78, now living in Los Angcles, was unable to bc present.

Trade Miscellany: Nearly 2000 Crosley TV sets were destroyed in fire that razed warehouse in Carrollton, Ky., this week; loss is estimated at $350,000 in merchandise, $125,000 building . . . Aladdin Industries Inc., makers of radios, moving out of Chicago plant, going to new quarters in Nashville . . . TV credited with increasing Sears Roebuck's overall sales in Cuba by 20%, though offered only since last October, reports *Retailing Daily* . . . Unconfirmed reports are that Simon Distributing Co., which gave up Washington-Baltimore Motorola distributorship recently, will soon handle Zenith lines . . . DuMont has penchant for All-American grid stars—has Kyle Rote, ex-SMU star, working for distributor S. H. Lynch & Co., Dallas, pending return to N. Y. Giants squad in July; Sid Luckman, former Columbia and Chicago Bears star, is Chicago DuMont distributor, and at network Les Arries is a onetime Northwestern All-American . . . Scott Radio and Hoffman first to announce that they will show new TVs and radios at Music Industry Trade Show in Chicago's Palmer House, July 16-19.

Merchandising Notes: Illustrating how auto sales are suffering trade lapse, too, was offer of Chicago dealer to give away 20-in. table model TV listing at $199.95 (Jackson) with every new car purchase; dealer says traffic increased 25% . . . Buyers of any brand TV, radio or appliance at list were offered specified new appliances for only $1 more in June 15 sale at Washington's Electrical Center . . . Arvin advertising 8½-in. table model at $129.95 for "summer outdoor living"; trade ad headline reads: "When America Moves Outdoors Sell the TV They Can Take Along" and urges small set as "perfect for porch, patio or terrace" . . . Emerson 17-in. table model included in interior decor of deluxe trailer exhibited by General Coach Works at Chicago Sportsmen's Show.

Plant Expansions: Sylvania plans new metallurgical lab at its research plant at Bayside, N. Y., costing $1,000,000-2,000,000, to be housed in 50,000-sq. ft. building scheduled for mid-1952 completion . . . Lear Inc., California Div., making aircraft radio equipment, to start $400,000 factory and hangar in Los Angeles.

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Hallicrafters' opinion of mechanical color sets is being shown at Chicago Furniture Show. It's demonstrating slave converter with 8½-in. tube, magnified to 10-in., alongside 20-in. standard set, latter as example of what electronic system will look like with tri-color tube. Card beside first set asks: "Will your customers be satisfied with this?" Card beside other asks: "Or is this worth waiting for?" Disc set is fed with slide picture from flying-spot scanner; other has no picture.

Harking back to lusher days of not so long ago, Bureau of Labor Statistics reports TV-radio factory workers totaled 183,400 in March, up from 181,500 in February, 180,500 in January. Average weekly wage was $57.49 in March, holding about same level as preceding months. Average hourly wage was $1.42, average hours worked 40.4. Figures are latest from Govt., but it's estimated in trade that TV-radio factory payrolls are now down as much as 65%.

TV-radio firms exhibiting at American Furniture Mart June 18-28 are: Admiral, Arvin, Belmont, Bendix, Hallicrafters, Jackson, Motorola, RCA Victor, Sparton, Westinghouse. At Merchandise Mart: Air King, Crosley, Capehart-Farnsworth GE, Magnavox, Murphy Radio Ltd., Rauland, Westinghouse.

RTMA county-by-county TV shipment report (available on request) shows April shipments to dealers down to 261,357 sets from 595,042 in March. First 17 weeks of 1951 shipments totaled 2,071,124. Monthly reports cover all counties to which as many as 25 sets have been sold.

Mobilization Notes: What are your chances of getting a satisfactory adjustment right off the bat when you appeal to NPA for "hardship relief" under material limitation orders? An official of NPA's last-word Appeals Board says it appears that approximately 90% of the complaints are "satisfactorily adjusted" at the NPA industry division level—at least satisfactorily enough so that appeals don't go any further. He said manufacturers of electronic equipment probably have even a better batting average, as indicated by the small number of their appeals which have reached the board.

Three-man Appeals Board, which set up shop April 1 under T. Munford Boyd, U of Virginia law professor, has more than 70 cases on its docket, of which about 30 have been heard. Among appeals pending hearing is one from Sylvania, asking permanent adjustment of its base period copper usage for TV-radio production. The appeal was turned down by Copper Div., then brought before Appeals Board by Sylvania.

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TV-radio and other consumer goods manufacturers will receive Controlled Materials Plan application forms from NPA by the end of this month. Although Govt. hasn't made up its mind whether to include civilian hard goods in CMP during fourth quarter, it's asking all manufacturers to fill out form CMP-4B. Form must be returned by July 31. Probability is that all segments of American industry will come under the steel-copper-aluminum curbs in October.

Manufacturers who are now under CMP—and this includes all who made out third quarter CMP forms—will receive allocations of the 3 basic metals in time to place orders for September delivery. But they must stay within their CMP quotas for all 3 months of third quarter.

First CMP allotments to electronics manufacturers will be sent out next week. It was learned that many parts manufacturers didn't file CMP applications. Although TV-radio doesn't come under CMP, all parts for TV-radio are CMP items, and their manufacturers must file applications to get materials. Manufacturers of CMP items must get their allocations from Govt.; they're not allowed to buy metals on the "free" market.

Record-keeping required of manufacturers operating under CMP is spelled out in new NPA booklet, *Allotment Accounting for Consumers under CMP*. It's illustrated and details suggested methods of accounting for allotments of steel, copper and aluminum. It's available from National Production Authority, Washington 25, D. C., and Commerce Dept. field offices.

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One certificate of necessity for expansion of electronic production facilities was issued by DPA during week ended June 8, out of total of 109 certificates issued during the period for facilities to cost $207,110,690. Certificate went to National Electrical Machine Shops Inc., for $158,364 in expansion of facilities to produce electronic equipment and instruments at Silver Spring, Md. Certificate provides rapid tax amortization on 80% of this amount.

Sylvania has $75,000,000 backlog of military orders, has put $39,000,000 into postwar plant expansion, according to June 18 *Time Magazine* report on president Don G. Mitchell. Article deals with Sylvania's recent introduction of "Electro-Luminescence," new method of lighting which makes whole panels glow when electric current excites chemical sprayed on glass.

Avco, which years ago sold holdings in Pan American World Airways and recently sold its 48.6% interest in ACF-Brill Motors (Vol. 7:20), this week sold its 257,690 shares of American Airlines (4% of total) as another step in transition from holding to operating company.

Trade Personals: E. L. Hulse, former GE electronics dept. comptroller, heads new components div., comprising GE-owned Illinois Cabinet Co., Rockford, Ill.; Precision Laboratories Inc., Irvington, N. J.; Wabash Cabinet Works, Wabash, Ind. G. L. Chamberlin, ex-electronics dept. auditor, is new comptroller . . . Robert E. Noth, ex-sales training mgr., GE receiver div., appointed St. Louis district mgr. . . . Carl Duffy, ex-San Francisco service mgr. for Northern California, named Packard-Bell service div. mgr., his asst. Bob Clark promoted to his San Francisco post; Duffy succeeds Thomas L. Stevens, now Los Angeles distributor . . . Jack Kramer has resigned as sales mgr. of Mattison . . . Emerson Dickman, Princeton baseball coach and former big league ball player, resigns that job to devote fulltime to sales position with Capehart-Farnsworth . . . Sarkes Tarzian, Indiana parts manufacturer and TV broadcaster (WTTV), was subject of laudatory June 14 column on foreign-born scientists by Scripps-Howard columnist Robert C. Ruark . . . Peter H. Cousins promoted to RTMA director of information, succeeding John Koepf, resigned to join Treasury bond div.

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TV programming has fallen far short of its potentialities, critic Jack Gould writes in June 10 *New York Times Magazine*. To "broaden TV's base," he suggests: (1) Broadcasters stop using TV as "second or third run house for products of stage and screen," but begin to develop their own new material and art forms. (2) Programming structure be varied to "meet the convenience more of the viewer than of the broadcaster," avoiding sameness which now marks most programs at any given time of day. (3) Commercial broadcasters should welcome educational interests into the TV field, for "whatever will expand the audience of the medium [and] reach those persons who are not viewers can only mean added strength and security for all broadcasters . . . " In separate article in Sunday *Times*, Gould hails possibilities of home subscription TV as ideal means of catering to minority cultural tastes and supporting cultural institutions at same time.

Mercurial elder statesman of radio invention Dr. Lee DeForest this week expressed great concern over his TV "grandchild." Said he: "I'm sorry to say that this medium, for which I had such high hopes a few years ago, seems to me already to have become more an influence for bad than for good." On May 17, he had written *New York Times:* "I am a proud parent today. In the past I have complained bitterly about some of the uses to which 'my children,' radio and TV, have been put. I am delighted to see the splendid way these media were employed in bringing to the public the living history of General MacArthur's return and subsequent discussion . . ."

Tallest tower in the world, built for Loran studies, was recently completed near Rome, N. Y., by Truscon Steel Co. It's a 1212-ft. guyed structure, will be used by scientists of Griffiss Air Base. Tower took 772 tons of steel, 4 miles of guy cables, 1400 cubic yards of concrete. Only taller man-made structure is Empire State Bldg.

St. Louis Star-Times ceased publication June 15, victim of mounting labor and material costs. It was sold to *St. Louis Post-Dispatch*, but publisher Elzey Roberts is retaining its radio station KXOK (ABC) which is applicant for TV.

More June 1 sets-in-use reported since NBC Research's "census" of May 1 (Vol. 7:21): Baltimore 301,043, up 4043; Kansas City 121,832, up 2832; Johnstown 93,143, up 5843.

Tide Magazine, advertising weekly, was sold this week to Magazines of Industry Inc., publisher of *Modern Industry*. Reginald Clough continues as editor.

Telecasting Notes: New Orleans WDSU (5 kw on 1280 kc) switches from ABC to NBC, probably in fall, while longtime NBC affiliate WSMB (5 kw on 1350) presumably goes ABC—result (1) of WDSU's ownership of city's first and only TV affiliate, and (2) fact that Gulf Theatres owns half of WDSU, with Maison Blanche dept. store, and United Paramount Theatres, about to merge with ABC (Vol. 7:21), owns Gulf Theatres . . . WDSU-TV principally owned by Lt. Edgar Stern Jr., now on duty at Pentagon, managed by ex-ABC & MBS v.p. Robert Swezey, will continue to take service from all TV networks, however, until New Orleans gets more outlets; city is due to get coaxial link in summer of 1952 (Vol. 7:12) . . . Paramount Pictures hasn't released any of its vault-bound films, but that doesn't deter its own station KTLA, Los Angeles, from publicity splurge on fact it's carrying 26 Lippert features of 1946-50 vintage (Vol. 7:17) and billing them as "the newest block of American films ever released for TV" . . . Not many network TV programs originate outside New York, Chicago or Los Angeles—but NBC-TV is picking up *Ruth Lyons' 50 Club* from WLWT, Cincinnati, starting Oct. 1, Mon.-thru-Fri. 12-12:30 p.m., folksy-chatter type show with music and singing; also, from same station, it's now carrying *Midwest Hayride*, Sat. 9-10 . . . ABC-TV signs Frances Langford and Don Ameche for Mon.-thru-Fri. noon-1 p.m. show starting Sept. 10, to be sold in 15-minute segments at $2500 per segment; it will originate in Times Hall, on West 43rd St., New York, being leased from *New York Times* . . . CBS-TV has leased 300x152-ft. Keywest Studios, Hollywood, for building and storing scenery and props . . . Caroline Burke, NBC producer, reports she has backing and plans to file for new TV station in Portland, Ore., her home; 5 applications are already pending for that city (see *TV Factbook No. 12*) . . . CBS has signed Jack Donohue, film and dance director, to long-term contract; his recent chore was *Frank Sinatra Show*, and his first under new contract will be Faye Emerson's new show . . . Milton Berle's 22-hour "telethon" on 41 NBC-TV stations June 9-10 brought in $1,127,211 in pledges to Damon Runyon Cancer Fund . . . George A. Cameron Jr., oilman-owner of KOTV, Tulsa, and movie actor Russell Wade have organized Cameron-Wade Television Productions, with headquarters in Beverly Carlton Hotel, Hollywood, to make "films in color" for TV.

U of Pennsylvania's defiance of live football ban by National Collegiate Athletic Assn. (Vol. 7:23) may cost Penn 5 top opponents this fall. California, Dartmouth, Princeton, Columbia, Cornell notified Penn this week they won't play at Philadelphia if TV cameras are there. Nevertheless, ABC is seeking sponsor for Penn's 8-game home schedule at $750,000 for package. *Billboard* reported June 16 that Southwestern Conference will join the bolt from NCAA, televise all sellout games, as it did last year. Most Southwestern Conference games in recent years have been sellouts, and 2 games to be played in Cotton Bowl are already sold out—so plenty of live telecasts are practically assured in that area. With NCAA's blessing, Pacific Coast Conference okayed live telecasting of next New Year's Rose Bowl game, and signed contract with Sportsvision Inc., San Francisco firm headed by W. J. Parry, to film conference games for delayed transmission. Parry says Sportsvision will film and telecast some 93 games throughout nation this year.

Both United Paramount and ABC stockholders meetings are set for July 27 to vote on proposed merger (Vol. 7:21), but application to FCC may be filed sooner by counsel in hopes that approval will be forthcoming before start of fall telecast season. Both companies have already filed prospectuses with SEC. United Paramount is represented by Hogan & Hartson, ABC by Arnold, Fortas & Porter.

SAVING to telecasters of nearly $3,000,000 in taxes is goal of all-industry TV Broadcasters Tax Committee, which as new growth industry goes before Senate Finance Committee on or about June 25 to ask for relief from excess profits provisions of new revenue bill. Headed by Fort Industry's George Storer, committee is asking all TV stations for contributions equaling onetime one-hour rate.

Appeal to Senate will be predicated on fact that base years 1946-49 for excess profits credit were years of heavy losses in TV ($851,000 loss in 1946, $2,015,000 in 1947, $8,556,000 in 1948, $13,520,000 in 1949), so that there actually is no realistic base. They propose formula which would fix credit base on rate of profit on total assets (AM-TV combined) in 1946, considered as representative year in AM broadcasting, which then showed profit of $14,869,000.

The 1946 profit rate would be applied to total assets at end of 1949, which committee thinks would give true credit base. To qualify under proposed formula, telecaster must show that 30% of his gross revenue in December 1950 came from TV. As alternative proposal, Secy. of Treasury would be entrusted to determine telecasting industry's 1946 rate of return as the tax base.

Committeemen are: Dwight Martin, Crosley, vice chairman; Clair McCollough, WGAL-TV & WDEL-TV; Campbell Arnoux, WTAR-TV; Frank M. Russell, NBC; Earl H. Gammons, CBS; Donald W. Thornburgh, WCAU-TV; John Poole, Fort Industry tax counsel. Committee counsel is Lovell H. Parker, ex-chief of staff, Joint Committee on Internal Revenue Taxation.

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Blistering indictment of televised Congressional hearings as "new form of public inquisition" bordering on "mob justice" comes from Thurman Arnold, ex-asst. Attorney General and former Federal judge, in June *Atlantic Monthly*. Arnold says TV makes probe "more of a trial than an attempt to obtain information for legislative action," and thereby (a) distorts govt. objectives by making the most dramatic issues appear to be most important ones; (b) nullifies basic judicial traditions that trial must not be publicity device and must protect the innocent even at cost of letting the guilty escape. Meanwhile, one of the stars of the Kefauver hearings, Rudolph Halley, former chief committee counsel, predicted that the TV audience which viewed the Kefauver hearings will sway this year's elections, presumably in his favor. He's Liberal Party candidate for president of New York City Council.

Dismissal of charges of bias in handling of newscasts leveled by FCC against G. A. (Dick) Richards stations (KMPC, Los Angeles; WJR, Detroit; WGAR, Cleveland) was recommended June 14 by FCC Examiner Cunningham. Death of Richards (Vol. 7:22) renders questions of Mr. Richards' eligibility as a broadcaster moot, Cunningham held. It's believed FCC will affirm examiner's recommendations, but on June 15 Broadcast Bureau chief Plummer, general counsel Cottone and counsel Ford petitioned FCC that Cunningham's initial decision be remanded to him for "proper" decision in case on grounds he had no authority to dismiss.

Not only has Petrillo made deal with Republic for release of old films to TV (Vol. 7:23), but he also has signed Monogram Pictures and is negotiating with independent producer David O. Selznick. Petrillo revealed this in speech to AFM convention in New York last week. Republic has informed telecasters its films will be available in blocks of 13, 26 or 52 weeks, including such featured players as Gene Autry, Johnny Mack Brown, Bob Steele, Roy Rogers.

More community antenna installations (Vol. 7:2, 7, 11, 21), reportedly in operation or planned: Pikeville, Jenkins and Frankfort, Ky.

NAB LIBRARY

Television Digest WITH AM-FM REPORTS

1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020

Supplement No. 72-B
June 16, 1951

Digests of

Oppositions to Comments on TV Allocation Plan

For Digests of Comments on Proposed TV Allocation Plan, see Television Digest Supplements 72 & 72-A

Hearing Scheduled to be Conducted before FCC en banc Starting July 9, 1951; Docket No. 8736

For proposed rules and table of allocations, see TV Allocation Report issued by FCC March 22, 1951 and published in full text by Television Digest March 24, 1951

ALABAMA

Giddens & Rester, Mobile (WKRG)—Opposes proposal of Lamar Life Insurance Co., Jackson, Miss., to substitute Channel 10 for 5 in Mobile. (George O. Sutton.)

Pape Broadcasting Co., Mobile (WALA)—Opposes proposal of Tuscaloosa Broadcasting Co., Tuscaloosa, Ala., to assign Channel 8 to Tuscaloosa. (Dow, Lohnes & Albertson.)

U of Alabama, University—Opposes proposal of Voice of Dixie Inc., Birmingham, Ala., to delete reserved Channel 7 from University and assign 2 to University or Tuscaloosa.

ARKANSAS

Harold L. Sudbury, Blytheville (KLCN)—Opposes proposals of: (1) WREC Broadcasting Service and WMPS Inc., Memphis, to assign Channel 3 to Memphis from Blytheville. (2) Allen B. DuMont Laboratories Inc., New York, which lists no uhf assignment for Blytheville. (Harry J. Daly.)

CALIFORNIA

American Broadcasting Co. Inc., Los Angeles (KECA & KECA-TV)—Opposes proposals of: (1) Airfan Radio Corp. Ltd., Charles E. Salik and San Diego County Board of Education, San Diego, to assign Channel 6 or 12 to San Diego. (2) Television Broadcasting Co., San Diego, to assign 12 and 15 to San Diego. (3) Allen B. DuMont Laboratories Inc., New York, to assign 7 and 9 to Phoenix, Ariz., 13 to Yuma, 6 to San Diego, 7 to Mexicali and 12 to Tijuana. (Haley, McKenna & Wilkinson.)

Earle C. Anthony Inc., Los Angeles (KFI & KFI-TV)—Opposes proposals of: (1) Radio KIST Inc., Santa Barbara, Cal., to assign Channel 8 to Santa Barbara; (2) Airfan Radio Corp., Television Broadcasting Co., and Charles E. Salik, San Diego, to assign 6 or 12 to San Diego from Tiajuana, Mexico. (Caldwell-Rollo-Russell.)

Monterey Radio-Television Co., Monterey (purchase of KMBY pending)—Opposes proposals of Salinas Broadcasting Co., Salinas, Cal.; Harmco Inc. and KCRA Inc., Sacramento, Cal.; KROW Inc., Oakland, Cal., to substitute uhf channel for Channel 8 in Monterey. (Dow, Lohnes & Albertson.)

KCRA Inc. (KCRA), Harmco Inc. (KROY), Sacramento—Oppose proposals of following as in conflict with their comments: California Inland Broadcasting Co., Fresno; Monterey Radio-Television Co., Steven A. Cisler, Monterey; Tribune Building Co., KROW Inc., Oakland; Salinas Broadcasting Co., Salinas; Columbia Broadcasting System Inc., Television California, San Francisco; Keynon Brown, Reno, Nev. (Loucks, Zias, Young & Jansky.)

Kenncdy Broadcasting Co., San Diego (KFMB & KFMB-TV)—Opposes proposals of: (1) American Broadcasting Co., New York, to permit operation of KECA-TV, Los Angeles on Channel 7 with effective radiated power of 23 db and antenna height in excess of 500 ft. (2) Radio KIST Inc., Santa Barbara, to assign 8 to Santa Barbara. (Cohn & Marks.)

Public Library, San Diego—Favors reservation of Channel 3 to San Diego for educational use.

American Broadcasting Co. Inc., San Francisco (KGO & KGO-TV) Opposes proposals of DuMont Laboratories Inc., New York, KARM, The George Harm Station and McClatchy Broadcasting Co., Fresno, to assign Channel 7 to Fresno. (Haley, McKenna & Wilkinson.)

Chronicle Publishing Co., San Francisco (FM station KRON & KRON-TV)—Opposes proposals of: (1) Tribune Co., Oakland, to assign Channel 3 to Stockton, 4 to Reno. (2) Harmco Inc. and KCRA Inc., Sacramento, to assign 3 to Sacramento, 4 to Reno. (3) McClatchy Broadcasting Co., Sacramento, to assign 3 to Sacramento, 4 to Reno. (Krieger & Jorgensen.)

San Jose Television Broadcasting Co., San Jose—Opposes proposal of Columbia Broadcasting System, New York, to delete Channel 11 from San Jose. (St. Clair, Connoly & Cerini and Wheat, May & Shannon.)

McClatchy Broadcasting Co., Stockton (KWG)—Opposes proposals of: (1) Columbia Broadcasting System, New York, and Television California, San Francisco, to substitute Channel 6 for 13 in Stockton; (2) KROW Inc., Oakland, to substitute 8 for 13; (3) Tribune Bldg. Co. to substitute 3 for 13. (Dow, Lohnes & Albertson.)

E. F. Peffer, Stockton (KGDM)—Opposes proposals of: (1) KROW Inc., Oakland, to substitute Channel 6, 8 or 58 for 13 in Stockton; (2) Television California, San Francisco, to substitute 6 for 13; (3) Tribune Bldg. Co., Oakland, to substitute 3 for 13; (4) Columbia Broadcasting System Inc., New York, to substitute 6 or uhf channel for 13. (Fisher, Wayland, Duvall & Southmayd.)

Radio Diablo Inc., Stockton (KSBR-FM, San Bruno)—Opposes proposals of: (1) Television California, San Francisco; KROW Inc., Tribune Building Co., Oakland, Cal., and Columbia Broadcasting System, New York, to remove Channel 13 from Stockton; (2) Allen B. DuMont Laboratories, New York, to assign 12 to Monterey. (Loucks, Zias, Young & Jansky.)

Note: Following California educational institutions and organizations filed oppositions to proposals of KROW Inc., Oakland, Cal., and Columbia Broadcasting System Inc., New York, to classify Channel 9 for commercial use in San Francisco-Oakland: Acalanes Union High School, Canyon; State Dept. of Education, Sacramento; Campbell Union School District, Campbell; Castro Valley School District, Castro Valley; Contra Costa County Schools, Martinez; Hayward Elementary Schools, Hayward; Hayward Union High School District, Hayward; Irvington Elementary School, Irvington; Los Gatos Union High School, Los Gatos; Marin County Superintendent of Schools, San Rafael; Mt. Eden Elementary School, Mt. Eden; Oakland-San Francisco Bay Area Public Schools TV Council, Oakland; Piedmont Public Schools, Piedmont; Ravenswood Elementary School District, Palo Alto; Richmond Schools, Richmond; San Lorenzo Elementary Schools, San Lorenzo; San Mateo County Schools, Redwood City; San Rafael City Schools System, San Rafael; Sonoma County Schools, Santa Rosa; John Swett Union High School, Crockett; Walnut Creek School District, Walnut Creek.

COLORADO

Northwestern Colorado Broadcasting Co., Craig (KRAI)—Favors, in part, proposals of Sen. Edwin C. Johnson; suggests alternatives where conflicts arise. (Fletcher & Midlen.)

Board of Education, Denver—Opposes proposal of Sen. Edwin Johnson to classify Channel 6 for commercial use.

Western Slope Broadcasting Co., Grand Junction (KFXJ)—Same as Northwestern Colorado Broadcasting Co., Craig, Colo.

Uncompaghre Broadcasting Co., Montrose (KUBC)—Same as Northwestern Colorado Broadcasting Co., Craig, Colo.

CONNECTICUT

Travelers Broadcasting Service Corp., Hartford (WTIC)—Opposes proposals of: (1) Columbia Broadcasting System, New York, to assign Channel 10 to Albany. (2) WTAG Inc., Worcester, Mass., to assign 12 to Worcester. (3) Hampden-Hampshire Corp., Holyoke, Mass., to assign 3 or 10 to Springfield-Holyoke. (4) Thames Broadcasting Corp., New London, Conn., to support FCCs assignment of 3 and 63 to New London. (5) Cherry & Webb, Providence, R. I., to support FCC's assignment of 10, 12, 16 & 22 to Providence. (6) Outlet Co., Providence, R. I., to support FCC's shift of WJAR-TV to 10 in Providence. (7) Matheson Radio Co., Boston, to assign 10 to Springfield. (8) Regional TV Corp., Springfield, Mass., to add 3 to Springfield. (9) Greylock Broadcasting Co., Pittsfield, Mass., to add 3 to Pittsfield. (10) Allen B. DuMont Laboratories, New York, for failure to add vhf and uhf channels to Hartford, for assignment of 3 & 10 to Albany-Schenectady-Troy. (11) Elm City Broadcasting Corp., New Haven, Conn., to support FCC's Connecticut allocations. (12) Brockway Co. to substitute 8 for 7 in Montreal-Verdun. (Caldwell-Rollo-Russell.)

Elm City Broadcasting Corp., New Haven (WNHC & WNHC-TV)—Opposes proposals of: (1) American Broadcasting Co. and General Teleradio Inc., New York, to increase power without reference to adjacent-channel interference. (2) Pennsylvania Broadcasting Co. and Chamber of Commerce, Philadelphia, to substitute Channel 8 for 7 in Wilmington. (Fisher, Wayland, Duvall & Southmayd.)

WAVZ Broadcasting Corp., New Haven (WAVZ)—Opposes proposal of Hartford Times Inc., Hartford, Conn., to substitute Channel 75 for 59 in New Haven. (Greenbaum, Wolff & Ernst.)

DISTRICT OF COLUMBIA

Joint Committee on Educational Television, Washington—Opposes: (1) Petition of Federal Communications Bar Assn. (2) Proposal of Columbia Broadcasting System Inc., New York, to substitute uhf for vhf for educational use in Chicago, San Francisco and Boston. (3) NARTB's comments. (4) Proposal of Allen B. DuMont Laboratories Inc., to eliminate channel reservations. (Telford Taylor, Seymour Krieger.)

National Assn. of Radio & Television Broadcasters, Television Board, Washington—Requests permission to participate in hearin in respect to assignment of 470-500 mc and issue of educational reservations in specific communities. (Thad H. Brown Jr.)

WTOP Inc., Washington (WTOP & WTOP-TV)—Opposes comment of Joint Committee on Educational Television, Washington, D. C., if it is construed to raise any question of reserving Channel 9 for non-commercial use in Washington. (Covington & Burling.)

FLORIDA

City of Jacksonville, Jacksonville (WJAX)—Opposes proposal of Central Florida Broadcasting Co., Orlando, to assign Channel 2 to Orlando, 11 to Daytona Beach. (Dow, Lohnes & Albertson.)

Dade County Board of Public Instruction, Miami—Opposes proposal of Fort Industry Co., Miami, to reclassify Channel 2 to commercial use. (Vernon Bronson.)

Fort Industry, Miami (WGBS)—Opposes proposals of: (1) Allen B. DuMont Laboratories Inc., New York, on grounds not enough vhf channels to Florida. (2) Gore Publishing Co. to assign Channel 9 to Ft. Lauderdale. (Dow, Lohnes & Albertson.)

Miami Broadcasting Co., Miami (WQAM)—Opposes proposal of Gore Publishing Co., Ft. Lauderdale, Fla., to assign Channel 9 to Ft. Lauderdale, 13 to Miami, interchange 11 & 12 between West Palm Beach & Ft. Myers. (Loucks, Zias, Young & Jansky.)

Orlando Broadcasting Co., Orlando (WDBO)—Opposes proposal of Allen B. DuMont Laboratories, New York, to substitute Channel 5 for 6, 9, 18 & 24 in Orlando area. (George O. Sutton.)

Pinellas Broadcasting Co., St. Petersburg (WTSP)—Opposes proposals of Tampa Times Co. and The Tribune Co., Tampa objecting to educational reservation. (Miller & Schroeder.)

Pinellas County School System, St. Petersburg—Opposes proposals of Tampa Times Co. and Tribune Co., Tampa, to classify Channel 3 for commercial use.

Hillsborough County School System, Tampa—Opposes proposals of Tampa Times Co. and Tribune Co., Tampa, to classify Channel 3 for commercial use.

Tribune Co., Tampa (WFLA)—Opposes proposal of Jacksonville Broadcasting Corp., Jacksonville, Fla., to assign Channel 10 to Jacksonville. (Segal, Smith & Hennessey.)

Ken-Sell Inc., West Palm Beach (WIRK)—Opposes proposals of: (1) Fort Industry Co., Miami, to delete Channel 5 or 5 & 12 from West Palm Beach; (2) Allen B. DuMont Laboratories Inc., New York, to substitute 13 for 5 & 12 there. (Fletcher & Midlen.)

WJNO Inc., West Palm Beach (WJNO)—Opposes proposals of: (1) Isle of Dreams Broadcasting Co., Miami, to substitute Channels 11 & 13 for 5 & 12 in West Palm Beach; (2) Fort Industry Co., Miami, to substitute 11 for 12 or delete 5 & 12 or substitute a uhf channel for 12 in West Palm Beach; (3) Allen B. DuMont Laboratories, New York, to substitute 13 for 5 & 7 in West Palm Beach. (Hogan & Hartson.)

GEORGIA

Broadcasting Inc., Atlanta (purchase of facilities of WSB-TV, Atlanta, pending FCC approval)—Opposes proposal of Radio Athens Inc., Athens, Ga., to assign Channel 11 to Athens. (Spearman & Roberson.)

Fort Industry Co., Atlanta (WAGA & WAGA-TV)—Opposes proposal of WHUB Inc., Cookeville, Tenn., to assign 5 to Cookeville. (Dow, Lohnes & Albertson.)

Radio Augusta Inc., Augusta (WRDW)—Opposes proposal of Broadcasting Co. of the South and Inter-City Advertising Co., Charlotte, N. C., to substitute Channel 7 for 6 in Augusta. (Pierson & Ball.)

ILLINOIS

WCNT Inc., Centralia (WCNT)—Opposes proposals of following to delete Channel 2 from Centralia: Peoria Broadcasting Co., Peoria; Champaign News-Gazette Inc., Champaign; Allen B. DuMont Laboratories Inc., New York. (Caldwell-Rollo-Russell.)

Balaban & Katz Corp., Chicago (WBKB)—Opposes proposals of Peoria Broadcasting Co., Peoria, Ill., and Champaign News-Gazette Inc., Champaign, Ill., to substitute Channel 2 for 3 in Springfield, Ill., and proposal of Allen B. DuMont Laboratories, New York, to assign 4 to Springfield and require WBKB to remain on 4 in lieu of shifting to 2. (Hogan & Hartson.)

Johnson-Kennedy Radio Corp., Chicago (WIND)—Opposes proposals of: (1) Lake Broadcasting Co., Gary, Ind., to move Channel 11 from Chicago to Gary and classify 20 for educational use in Chicago. (2) Public Schools of Gary, to move 44 from Chicago to Gary for educational use. (3) Allen B. DuMont Laboratories Inc., New York, to reduce number of uhf channels in Chicago. (Pierson & Ball.)

Northern Illinois State Teachers College, De Kalb—Requests assignment of reserved channel to De Kalb. (Krieger & Jorgensen.)

City Council of Marshall—Opposes proposal to delete Channel 10 from Terre Haute, Ind. (Emory Bloodworth, mayor.)

Rock Island Broadcasting Co., Rock Island (WHBF & WHBF-TV)—Opposes proposal of Independent Broadcasting Co., Des Moines, to assign Channel 4 to Des Moines. (Dow, Lohnes & Albertson.)

Rockford Broadcasters Inc., Rockford (WROK)—Opposes proposals of Columbia Broadcasting System, New York, and L. B. Wilson Inc., Cincinnati, O., to delete Channel 13 from Rockford. (Dow, Lohnes & Albertson.)

Sangamon Valley Telcvision Corp., Springfield—Opposes proposals of: (1) Peoria Broadcasting Co., Peoria, Ill., and Champaign News-Gazette Inc., Champaign, Ill., to substitute Channel 2 for 3 in Springfield; (2) Allen B. DuMont Laboratories, New York, to assign 4 to Springfield and Chicago. (Hogan & Hartson.)

U of Illinois, Urbana (WILL)—Opposes proposals of: (1) West Central Broadcasting Co., Peoria, to move Channel 12 from Urbana to Peoria. (2) Columbia Broadcasting System, New York, to move 12 to Rockford. (3) L. B. Wilson Inc., Cincinnati, and Peoria Broadcasting Co., Peoria, to substitute 3 for 12 in Urbana. (4) Quad-City Broadcasting Corp., Moline, Ill., to assign 13 to Springfield, Ill. (Telford Taylor.)

INDIANA

Evansville Television Inc., Evansville—Opposes proposal of Quad-City Broadcasting Corp., Moline, Ill., to substitute Channel 5 for 7 in Evansville. (Barnes & Neilson.)

Lake Broadcasting Co. Inc., Gary (WWCA)—Opposes proposals of Allen B. DuMont Laboratories Inc., Columbia Broadcasting System Inc., New York, and Southern Illinois U, Carbondale, Ill., as would preclude assignment of Channel 11 to Gary. (Haley, McKenna & Wilkinson.)

William H. Block Co., Indianapolis—Opposes proposals of: (1) Logansport Broadcasting Corp., Logansport, Ind. to assign Channel 10 to Logansport. (2) Owensboro On The Air Inc., Owensboro, Ky., to assign 10 to Owensboro. (3) Ohio State U, Columbus, O., to delete 13 from Indianapolis, 12 from Clarksburg, W. Va., 13 from Huntington, W. Va. and to assign 12 to Columbus, O. and Cumberland, Md. (4) L. B. Wilson Inc., Cincinnati, O., to delete 13 from Indianapolis. (5) Columbia Broadcasting System Inc., New York, to delete 13 from Indianapolis. (6) Southern Illinois U, Carbondale, Ill., to delete 6 from Indianapolis and assignment of 10 to Carbondale as educational. (Caldwell-Rollo-Russell.)

Crosley Broadcasting Corp., Indianapolis—See Crosley Broadcasting Corp., Cincinnati, O.

Indianapolis Broadcasting Inc., Indianapolis (WIRE)—Opposes proposals of: (1) Columbia Broadcasting System Inc., New York, to substitute Channel 64 for 13 in Indianapolis or duplicate 13 in Indianapolis and Chicago. (2) Ohio State U, Columbus, O., to delete 13 from Indianapolis. (3) L. B. Wilson Inc., Cincinnati, O., to substitute 10 or 12 for 13 in Indianapolis. (Pierson & Ball.)

Radio Indianapolis Inc., Indianapolis (WXLW)—Opposes proposals of: (1) Ohio State U, Columbus, O., and Columbia Broadcasting System Inc., New York, to delete Channel 13 from Indianapolis. (2) L. B. Wilson Inc., Cincinnati, O., to assign 23 to Muncie, Ind. (Miller & Schroeder.)

Universal Broadcasting Co. Inc., Indianapolis (WISH)—Opposes proposals of: (1) Columbia Broadcasting System, New York, to substitute Channel 64 for 13 in Indianapolis. (2) Ohio State U, Columbus, O., to delete 13 from Indianapolis. (Segal, Smith & Hennessey.)

WFBM Inc., Indianapolis (WFBM & WFBM-TV)—Opposes proposals of L. B. Wilson Inc., Cincinnati, O., and Southern Illinois U, Carbondale, Ill., to delete Channel 6 from Indianapolis and shift WFBM-TV to 4. (Dempsey & Koplovitz.)

Wabash Valley Broadcasting Corp., Terre Haute (WTHI)—Opposes proposals of: (1) William H. Block Co. and WIBC Inc., Indianapolis; Logansport Broadcasting Corp., Logansport, Ind.; Owensboro On The Air Inc., Owensboro, Ky., and L. B. Wilson Inc., Cincinnati, O., to delete Channel 10 from Terre Haute. (2) L. B. Wilson Inc. to assign 13 to Cincinnati & Terre Haute. (Haley, McKenna & Wilkinson.)

IOWA

Iowa State College of Agriculture & Mechanic Arts, Ames (WOI & WOI-TV)—Opposes proposals of: (1) Telegraph Herald, Dubuque, to assign Channel 5 to Dubuque, and Northwest Broadcasting Co., Fort Dodge, to assign 5 to Vermillion, S. D. (2) Central Broadcasting Co.; Cowles Broadcasting Co.; Murphy Broadcasting Co., Des Moines, to classify 5 in Ames as educational. (Cohn & Marks.)

Gazette Co., Cedar Rapids (KCRG)—Opposes proposals of: (1) Quad-City Broadcasting Corp., Moline, Ill., to assign Channel 10 to Davenport-Rock Island-Moline-East Moline. (2) Peoria Broadcasting Co. and West Central Broadcasting Co., Peoria, Ill., to assign 12 to Peoria. (3) Black Hawk Broadcasting Co., Waterloo, Iowa, to assign 12 to Waterloo. (4) KNUJ Inc., New Ulm, Minn., to assign 3 to New Ulm. (5) Davenport Broadcasting Co., Davenport, Ia., to assign 11 to Iowa City. (6) Columbia Broadcasting System, New York, to assign 12 to Rockford, Ill. (7) Allen B. DuMont Laboratories, New York, to delete 12 from Cedar Rapids. (Caldwell-Rollo-Russell.)

Central Broadcasting Co., Davenport (WOC & WOC-TV)—Opposes proposals of: (1) Columbia Broadcasting System, New York; Wisconsin Broadcasting System and Hearst Radio Inc., Milwaukee, Wis., to assign Channel 6 to Milwaukee. (2) Telegraph Herald Co., Dubuque, Ia., to assign 5 to Dubuque. (Dow, Lohnes & Albertson.)

Davenport Broadcasting Co., Davenport (KSTT)—Opposes proposals of following as in conflict with its comments: Gazette Co., Cedar Rapids; Cowles Broadcasting Co., Murphy Broadcasting Co., Independent Broadcasting Co., Central Broadcasting Co., Des Moines; Telegraph Herald, Dubuque; State University of Iowa, Iowa City; Black Hawk Broadcasting Co., Waterloo; Keokuk Broadcasting Co., Keokuk; Southern Illinois University, Carbondale; Champaign News-Gazette Inc., Champaign; Peoria Broadcasting Co., Peoria; Quad-City Broadcasting Corp., Moline, Ill. (Loucks, Zias, Young & Jansky.)

Central Broadcasting Co., Des Moines (WHO)—Opposes proposal of Davenport Broadcasting Co., Davenport, Ia., to assign Channel 11 to Iowa City. (Dow, Lohnes & Albertson.)

Cowles Broadcasting Co., Des Moines (KRNT)—Opposes proposal of Davenport Broadcasting Co. Inc., Davenport, Ia., to move Channel 11 from Des Moines to Iowa City. (Segal, Smith & Hennessey.)

Independent Broadcasting Co., Des Moines (KIOA)—Opposes proposal of: (1) Davenport Broadcasting Co., Davenport, Ia., to assign Channel 11 to Iowa City for educational use. (2) Telegraph Herald, Dubuque, Ia., to assign 11 to Dubuque. (Pierson & Ball.)

IOWA—Continued

Northwest Broadcasting Co., Fort Dodge (KVFD)—Opposes proposals of: (1) Independent Broadcasting Co., Des Moines, to assign Channel 4 to Des Moines and to Vermillion, S. D. (2) Gazette Co., Cedar Rapids, to assign 3 to Mason City. (3) Black Hawk Broadcasting Co., Waterloo, to assign 3 to Mason City. (4) Southern Minnesota Supply Co., Mankato, Minn., to assign 3 to Mason City. (5) Champaign News Gazette, Champaign, Ill., and Quad City Broadcasting Corp., Moline, Ill., to assign 3 to Mason City and 12 to Iowa City. (6) Allen B. DuMont Laboratories Inc., New York, to assign 4 to Amcs. (Fisher, Wayland, Duvall & Southmayd.)

Keokuk Broadcasting Co., Keokuk (KOKX)—Opposes proposals of: (1) Quad-City Broadcasting Corp., Moline, Ill., to remove Channel 10 from Keokuk. (2) Allen B. DuMont Laboratories, New York, for failure to allocate channel to Keokuk. (George O. Sutton.)

Black Hawk Broadcasting Co., Waterloo (KWWL)—Opposes proposals of: (1) Gazette Co., Cedar Rapids to assign Channel 12 to Cedar Rapids. (2) Quad-City Broadcasting Corp., Moline, Ill. (3) Champaign News-Gazette Inc., Champaign, Ill., to assign 12 to Iowa City. (4) Southern Minnesota Supply Co., Mankato, Minn., to assign 12 to Mankato. (5) Northwest Broadcasting Co., Fort Dodge, to assign 4 to Fort Dodge. (6) Columbia Broadcasting System, New York, to assign 12 to Rockford, Ill., and 6 to Milwaukee. (Roberts & McInnis.)

KANSAS

U of Kansas, Lawrence—Opposes assignment of Channel 11 to commercial use in Kansas City, proposed by Midland Broadcasting Co., KCMO Broadcasting Co. and WHB Broadcasting Co., Kansas City, Mo.

Pittsburg Broadeasting Co., Pittsburg (KOAM)—Opposes proposals of Quad-City Broadcasting Corp., Moline, Ill., Midland Broadcasting Co. and WHB Broadcasting Co. to substitute Channel 12 for 7 in Pittsburg. (George O. Sutton.)

KFBI Inc. (KFBI) and Taylor Radio & Television Corp. (KANS), Wichita—Withdraw comments. (Dow, Lohnes & Albertson.)

KENTUCKY

Ashland Broadcasting Co., Ashland (WCMI)—Opposes proposals of Ohio State U, Columbus, O., and Allen B. DuMont Laboratories Inc. to delete Channel 13 from Huntington, W. Va. (Dempsey & Koplovitz.)

Board of Education and Louisville Free Public Library, Louisville—Opposes proposal of Radio Kentucky Inc., Louisville, to classify Channel 15 for commercial use.

WHAS Inc., Louisville (WHAS & WHAS-TV)—Opposes proposals of: (1) L. B. Wilson Inc., Cincinnati, to assign Channel 13 to Cincinnati. (2) Southern Illinois U, Carbondale, Ill., to assign 10 to Louisville. (Miller & Schroeder.)

LOUISIANA

Loyola University, New Orleans (WWL)—Opposes proposal of: (1) Baton Rouge Broadcasting Co., Baton Rouge, to substitute Channel 11 for 9 in Hattiesburg, Miss. (2) Deep South Broadcasting Co., Montgomery, Ala., to assign 11 to Biloxi, Miss. (3) Charles W. Lamar Jr., Houma, La., to assign 12 to Houma. (Segal, Smith & Hennessey.)

Orleans Parish School Board, New Orleans—Opposes comments of Loyola U, New Orleans, questioning legality of educational channel reservations.

International Broadcasting Corp., Shreveport (KWKH)—Opposes proposal of Allen B. DuMont Laboratories Inc., New York, to assign Channels 3 & 7 to Shreveport, 3 to Little Rock, Ark., 4 to Texarkana, Tex. (Fly, Shuebruk & Blume.)

Radio Station KTBS Inc., Shreveport (KTBS)—Opposes proposals of South Texas Television Co., KTRH Broadcasting Co. and Shamrock Broadcasting Co., Houston, to assign Channel 12 to Port Arthur, Tex. (Spearman & Roberson.)

MAINE

Lewiston-Auburn Broadcasting Corp., Lewiston (WLAM)—Opposes proposals of Greylock Broadcasting Co., Pittsfield, Mass., Travelers Broadcasting Service Corp. and Hartford Times Inc., Hartford, Conn., Regional TV Corp., Springfield, Mass., and Hampden-Hampshire Corp., Holyoke, Mass., to substitute Channel 3 for 8 in Lewiston. (Dempsey & Koplovitz.)

MARYLAND

A. S. Abell Co., Baltimore (WMAR-TV)—Opposes proposals of the following to assign Channel 2 to Norfolk-Portsmouth: Hampton Roads Broadcasting Co., Newport News, Va.; WTAR Radio Corp., Norfolk, Va.; Allen B. DuMont Laboratories, New York, N. Y. (Hogan & Hartson.)

Hearst Radio Inc., Baltimore (WBAL & WBAL-TV)—Opposes proposal of Allen B. DuMont Laboratories Inc., as it affects Wilmington, Del. (Dempsey & Koplovitz.)

MASSACHUSETTS

Cowles Broadcasting Co., Boston (WCOP)—Opposes proposal of Enterprise Publishing Co., Brockton, Mass., to move Channel 5 from Boston to Brockton. (Segal, Smith & Hennessey.)

Matheson Radio Co. Inc., Boston (WHDH)—Opposes proposal of: (1) Hartford Times Inc., Hartford, Conn., to assign Channel 59 to Hartford. (2) Enterprise Publishing Co., Brockton, Mass., to move 5 from Boston to Brockton. (Dempsey & Koplovitz.)

Greylock Broadcasting Co., Pittsfield (WBRK)—Opposes proposals of: (1) Hampden-Hampshire Corp., Holyoke and Regional TV Corp., Springfield, to assign Channel 3 to Springfield-Holyoke. (2) Travelers Broadcasting Service Corp. and Hartford Times Inc., Hartford, Conn., to assign 3 to Hartford. (3) Thames Broadcasting Corp., New London, Conn., to assign 3 to New London. (4) Allen B. DuMont Laboratories Inc., New York, to assign 3 to Albany-Schenectady-Troy, N. Y. (5) Buffalo Courier Express Inc., WGR Broadcasting Corp. and WKBW Inc., Buffalo to assign 3 to Owen Sound, Ontario. (6) Cornell U, Ithaca, N. Y., to assign 3 to Ithaca. (Haley, McKenna & Wilkinson.)

Regional TV Corp., Springfield—Opposes proposals of following as in conflict with its comments: Greylock Broadcasting Co., Pittsfield; Travelers Broadcasting Service Corp., Hartford Times Inc., Hartford, Conn.; Thames Broadcasting Corp., New London, Conn.; Columbia Broadcasting System Inc., Boston; Brockway Co., New York. (Loucks, Zias, Young & Jansky.)

WTAG Inc., Worcester (WTAG)—Opposes proposals of following to assign Channel 12 to Providence: Matheson Radio Co., Boston; Travelers Broadcasting Service Corp., Hartford, Conn.; Hampden-Hampshire Corp., Holyoke, Mass.; Columbia Broadcasting System, New York; Allen B. DuMont Laboratories, New York; Cherry & Webb, Providence, R. I. Also opposes alternative CBS proposals to assign 12 to Manchester, N. H., 11 & 13 to Providence. (Hogan & Hartson.)

MICHIGAN

Adrian Broadcasting Co., Adrian (WABJ)—Opposes proposals of: (1) Wayne U and Detroit Board of Education to delete Channel 12 from Flint. (2) Allen B. DuMont Laboratories Inc., New York, to delete 13 from Toledo. (Arnold, Fortas & Porter.)

Evening News Assn., Detroit (WWJ & WWJ-TV)—Opposes proposal of Allen B. DuMont Laboratories, New York, to delete Channel 4 from Detroit, requiring shift of WWJ-TV to either 6 or 7. (Barnes & Neilson.)

WJR, The Goodwill Station Inc., Detroit (WJR)—Opposes proposals of following to assign Channel 10 to respective cities unless otherwise specified: Michigan State College, East Lansing; Trebit Corp., Flint; Quad-City Broadcasting Co., Moline, Ill. (for Grand Rapids); Logansport Broadcasting Corp., Logansport, Ind.; Twin-Valley Broadcasting Co., Coldwater, Mich. Also opposes proposals of Music Broadcasting Co., Grand Rapids, to assign 6 to Grand Rapids; Saginaw Broadcasting Co., Saginaw, to assign 19 to Saginaw; Allen B. DuMont Laboratories Inc. to assign 23 to Detroit. (Caldwell-Rollo-Russell.)

Michigan State College, East Lansing—Opposes proposals of: (1) WJR, The Goodwill Station Inc., Detroit, and Allen B. DuMont Laboratories Inc., New York, to substitute Channel 6 for 10 in Lansing. (2) Twin Valley Broadcasters Inc., Coldwater, Mich., to assign 10 to Coldwater. (3) Trebit Corp., Flint, Mich., to assign 10 to Flint. (4) Logansport Broadcasting Corp., Logansport, Ind., and Owensboro on the Air Inc., Owensboro, Ky., to assign 10 to Logansport. (5) Quad-City Broadcasting Corp., Moline, Ill., to substitute 10 for 8 at Grand Rapids. (Barnes & Neilson.)

Delta Broadcasting Co., Escanaba (WDBC)—Opposes proposals of: (1) Allen B. DuMont Laboratories, New York, because it would prevent use of Channel 3 at Escanaba. (2) Music Broadcasting Co., Grand Rapids, Mich., to substitute 5 for 6 in Lansing. (Loucks, Zias, Young & Jansky.)

Booth Radio & Television Stations Inc., Flint (WBBC)—Opposes proposals of: (1) Wayne U, Detroit Board of Education and Bay City Public Schools to assign Channel 12 to Bay City and classify it as educational. (2) Saginaw Broadcasting Co., Saginaw, Mich., to assign 28 to Saginaw. (3) Michigan State College, East Lansing, to reclassify 10 as educational. (Caldwell-Rollo-Russell.)

Trebit Corp., Flint (WFDF)—Opposes proposals of: (1) Booth Radio Stations, Detroit, to assign Channel 9 to Detroit. (2) Twin Valley Broadcasters Inc., Coldwater, Mich., to assign 10 to Coldwater. (3) Quad-City Broadcasting Corp., Moline, Ill., to assign 10 to Grand Rapids. (5) WJR, The Goodwill Station Inc., to assign 10 to Lansing. (6) Cleveland Broadcasting Co., United Broadcasting Co., WGAR Broadcasting Co., WJW Inc., Cleveland, O., to assign 65 to Cleveland. (7) Wayne U and Detroit Board of Education to assign 11 to Detroit, move 12 from Flint to Saginaw. (8) Allen B. DuMont Laboratories Inc. to delete 12 from Flint, assign 9 to Saginaw. (Dempsey & Koplovitz.)

Music Broadcasting Co., Grand Rapids (WGRD)—Objects to proposals of: (1) Indiana Technical College, Fort Wayne, Ind., to assign Channel 5 to Fort Wayne. (2) Bay City Broadcasting Co., Bay City, Mich., to assign Channel 5 to Bay City. (3) Delta Broadcasting Co., Escanaba, Mich., to assign 5 to Essexville, Mich., and retention of 6 at Green Bay, Wis. (4) Green Bay Newspaper Co., Green Bay, to retain 6 in Green Bay. (5) Allen B. DuMont Laboratories Inc., New York, to assign 6 to Detroit, 4 to Mt. Pleasant, 5 to Bay City, 2 to Traverse City, 6 to Milwaukee, 2 to Wasau, Wis. (6) WJR, The Goodwill Station Inc. and Booth Radio Stations, Detroit, to assign 6 to Detroit. (7) Milwaukee Broadcasting Co. and Hearst Radio Inc., Milwaukee, to assign 6 to Milwaukee. (10) Quad-City Broadcasting Corp., Moline, Ill., to assign 7 to Iron Mountain, Mich. (Cohn & Marks.)

Fetzer Broadcasting Co., Kalamazoo (WKZO & WKZO-TV)—Opposes proposal of Allen B. DuMont Laboratories, New York, to substitute Channel 12 for 3 in Kalamazoo. (Dow, Lohnes & Albertson.)

WJIM Inc., Lansing (WJIM & WJIM-TV)—Opposes proposals of: (1) Allen B. DuMont Laboratories Inc., New York, to assign Channel 10 in lieu of 6 to Lansing. (2) WJR, The Goodwill Station Inc., Detroit, to assign 10 in lieu of 6 to Lansing. (3) Booth Radio Stations Inc., Detroit, to assign 5 in lieu 6 in Lansing. (4) Wisconsin Broadcasting System, Hearst Radio Inc., Milwaukee Broadcasting Co., Milwaukee, to assign 6 to Milwaukee. (5) Bay Broadcasting Co., Bay City, to assign 5 to Bay City. (6) Columbia Broadcasting System Inc., New York, to assign 6 to Milwaukee. (7) Music Publishing Co., Grand Rapids, to assign 10 in lieu of 6 to Lansing. (Fly, Shuebruk & Blume.)

MINNESOTA

Cedar Valley Broadcasting Co. Inc., Austin (KAUS)—Opposes proposal of Quad-City Broadcasting Corp., Moline, Ill., to substitute Channel 6 for 10 in Austin. (Harry J. Daly.)

Independent Broadcasting Co., Minneapolis (WLOL)—Opposes proposal of Southern Minnesota Supply Co., Mankato, Minn., to assign Channel 12 to Mankato. (Pierson & Ball.)

City of St. Paul, Public Library, Department of Education, St. Paul—Opposes proposal of College of St. Thomas, St. Paul, to reclassify Channel 2 for commercial use.

MISSISSIPPI

Meridian Broadcasting Co., Meridian (WTOK)—Opposes deletion of vhf channel in Meridian, proposed by Voice of Dixie Inc. and Johnston Broadcasting Co., Birmingham, Ala., Deep South Broadcasting Co., Montgomery, Ala., and Tuscaloosa Broadcasting Co., Tuscaloosa, Ala. (Robert F. Wright.)

MISSOURI

KFRU Inc., Columbia (KFRU)—Opposes request of U of Missouri to be permitted to commercialize up to 50% of broadcast day on reserved Channel 9. (George O. Sutton.)

Courier-Post Publishing Co., Hannibal (KHMO)—Opposes proposals of: (1) Keokuk Broadcasting Co., Keokuk, Ia., and Allen B. DuMont Laboratories Inc., New York, to delete Channel 7 from Hannibal. (2) Midland Broadcasting Co., KCMO Broadcasting Co. and WHB Broadcasting Co., Kansas City, Mo., to move 7 from Pittsburg, Kan., to Kansas City. (Hanson, Lovett & Dale.)

Four States Broadcasters Inc., Joplin (KFSB)—Opposes proposal of Midland Broadcasting Co. and WHB Broadcasting Co., Kansas City, Mo., to assign Channel 9 in lieu of 12 to Joplin. (Fisher, Wayland, Duvall & Southmayd.)

KFEQ Inc., St. Joseph (KFEQ)—Opposes proposals of: (1) Midland Broadcasting Co., WHB Broadcasting Co., Kansas City, Mo., and Quad-City Broadcasting Corp., Moline, Ill., to substitute Channel 9 for 2 in St. Joseph. (2) Allen B. DuMont Laboratories Inc., New York, to substitute 7 for 2 in St. Joseph. (Pierson & Ball.)

Pulitzer Publishing Co., St. Louis (KSD & KSD-TV)—Opposes proposal of Quad-City Broadcasting Corp., Moline, Ill., to delete Channel 5 from St. Louis, shift KSD-TV to 4. (Segal, Smith & Hennessey.)

Milton J. Hinlein, Sedalia (KDRO)—Opposes proposal of Quad-City Broadcasting Corp., Moline, Ill., to substitute Channel 10 for 6 in Sedalia. (Fisher, Wayland, Duvall & Southmayd.)

NEBRASKA

Lincoln Broadcasting Co., Lincoln (KLMS)—Opposes proposals of: (1) KFAB Broadcasting Co., Omaha to delete Channel 12 from Lincoln. (2) Allen B. DuMont Laboratories Inc., New York, to delete 10 & 12 from Lincoln, add 13. (Miller & Schroder.)

KFAB Broadcasting Co., Omaha (KFAB)—Opposes proposal of Midland Broadcasting Co., KCMO Broadcasting Co. and WHB Broadcasting Co., Kansas City, Mo., to assign Channel 7 to Kansas City. (Segal, Smith & Hennessey.)

NEW HAMPSHIRE

WKNE Corp., Keene (WKNE)—Opposes proposal of Allen B. DuMont Laboratories, to substitute Channel 60 for 45 in Keene. (Dow, Lohnes & Albertson.)

Grandview Inc., Manchester—Opposes proposal of Matheson Radio Co. to assign Channel 9 to Boston. (Roberts & McInnis.)

Radio Voice of New Hampshire Inc., Manchester (WMUR)—Opposes deletion of Channel 9 from Manchester, proposed by Matheson Radio Co., Boston; Allen B. DuMont Laboratories and Columbia Broadcasting System, New York. (Cumings, Stanley, Truitt & Cross.)

NEW JERSEY

Chanticleer Broadcasting Co., New Brunswick (WCTC)—Opposes proposal of State Dept. of Education to classify Channel 47 as educational. (Fletcher & Midlen.)

Neptune Broadcasting Corp., Atlantic City (WFPG)—Opposes proposal of Dept. of Education, Trenton, N. J., requesting classification of Channel 46 as educational. (Caldwell-Rollo-Russell.)

Trent Broadcasting Corp., Trenton (WTTM)—Opposes proposal of State Dept. of Education to classify Channel 41 for educational use. (Pierson & Ball.)

NEW YORK

Meredith Champlain Television Corp., Albany (WXKW; Meredith itself is operator of TV station WHEN, Syracuse)—Opposes proposal of Troy Broadcasting Co., Troy, N. Y., to assign Channel 62 to Oneonta, N. Y. (Haley, McKenna & Wilkinson.)

Binghamton Broadcasters Inc., Binghamton (WKOP)—Opposes assignment of Channel 12 to Philadelphia, proposed by Chamber of Commerce, City of Philadelphia, Pennsylvania Broadcasting Co., Daily News Television Co., Philadelphia. (Stephen Tuhy Jr.)

Clark Associates Inc., Binghamton (WNBF & WNBF-TV)—Opposes proposals of: (1) WAGE Inc. and Onondaga Radio Broadcasting Corp. to assign Channel 11 to Syracuse. (2) Daily News Television Co., Pennsylvania Broadcasting Co., City of Philadelphia, Chamber of Commerce, Philadelphia, to assign 12 to Philadelphia. (Bingham, Collins, Porter & Kistler.)

Buffalo Courier-Express Inc., WGR Broadcasting Corp. (WGR), WKBW Inc. (WKBW), Buffalo—Oppose proposals of: (1) Binghamton Broadcasters Inc., to assign Channel 7 to Binghamton. (2) Greylock Broadcasting Co., Pittsfield, Mass., to assign 3 to Pittsfield. (3) Corning Leader Inc., to assign 9 to Corning. (Caldwell-Rollo-Russell; Fisher, Wayland, Duval & Southmayd, and Fly, Shuebruk & Blume.)

WBEN Inc., Buffalo (WBEN & WBEN-TV)—Opposes proposal of Cornell U, Ithaca, N. Y., to substitute Channel 2 for 4 in Buffalo. (Spearman & Roberson.)

Corning Leader, Corning (WCLI)—Opposes proposal of Buffalo Courier-Express, WGR Broadcasting Corp. and WKBK Inc., Buffalo, N. Y., to assign Channel 9 to Buffalo. (Segal, Smith & Hennessey.)

American Broadcasting Co. Inc., New York (WJZ & WJZ-TV)—Opposes proposal of Binghamton Broadcasters Inc., Binghamton, N. Y., to assign Channel 7 to Binghamton. (Haley, McKenna & Wilkinson.)

American Broadcasting Co. Inc., New York (WJZ & WJZ-TV); WDEL Inc., Wilmington, Del. (WDEL & WDEL-TV); Evening Star Broadcasting Co. Inc., Washington, D. C. (WMAL & WMAL-TV)—Opposes Philadelphia Chamber of Commerce, City of Philadelphia, Daily News Television Co., Philadelphia, and Hearst Radio Inc., Baltimore, Md. objections to move WDEL-TV to Channel 12 from 7. (Haley, McKenna & Wilkinson; George O. Sutton and Hogan & Hartson.)

Bell Telephone Laboratories, New York—Opposes proposals of Allen B. DuMont Laboratories Inc., New York to assign band 470-500 mc. to television. (John W. Gepson.)

Allen B. DuMont Laboratories Inc., New York (WABD, New York; WTTG, Washington, D. C.; WDTV, Pittsburgh, Pa.)—Opposes educational channel reservations; asks clarification of legal status of allocation plan, by legislation, if necessary; submits vhf-uhf plan for all of U. S.; submits survey of educational institutions' preferences and intentions regarding station ownership and operation. (Roberts & McInnis.)

National Broadcasting Co., New York (WNBC & WNBT, New York; WRC & WNBW, Washington; WMAQ & WNBQ, Chicago; WTAM & WNBK, Cleveland; KNBC & KNBH, Los Angeles)—Opposes proposals of: (1) Indiana Technical College, Fort Wayne, Ind., to assign Channel 5 to Fort Wayne. (2) Telegraph Herald, Dubuque, Ia., to assign 5 to Dubuque. (3) Pennsylvania Broadcasting Co., Philadelphia, to retain 4 in Lancaster, Pa. (4) Radio Virginia Inc., Richmond, to share time, to equalize time allotments to national networks in cities with 2 or less TV stations. (Gustav B. Margraf, v.p. and general attorney.)

WPIX Inc., New York (TV station WPIX)—Opposes proposals of following to assign Channel 11 to cities indicated: Columbia Broadcasting System, New York (to Providence), Allen B. DuMont Laboratories Inc., New York (to Utica-Rome, N. Y.). Also opposes proposal of Bremer Broadcasting Corp., Newark, N. J., to delete Newark from New Jersey allocations, revise New York City listing to read "New York City-Northeastern New Jersey." (Caldwell-Rollo-Russell.)

Mid-Hudson Broadcasters Inc., Poughkeepsie (WEOK)—Opposes proposals of: (1) Dartmouth College, Hanover, N. H., to assign Channel 21 to Hanover. (2) Board of Regents of the University of the State of New York, Albany, N. Y., to classify 21 for educational use in Poughkeepsie. (Dow, Lohnes & Albertson.)

Stromberg-Carlson Co., Rochester (WHAM & WHAM-TV)—Opposes proposal of Greylock Broadcasting Co., Pittsfield, Mass., to substitute Channel 3 for 5 in Rochester. (Segal, Smith & Hennessey.)

Meredith Syracuse Television Corp., Syracuse (TV station WHEN)—Opposes proposals of: (1) Binghamton Broadcasters Inc., Binghamton, N. Y., to assign Channel 7 to Binghamton. (2) Buffalo Courier Express Inc., WGR Broadcasting Corp. and WKBW Inc., Buffalo, to assign 8 to Toronto, Canada. (3) Corning Leader Inc., Corning, N. Y., to assign 9 to Corning if it precludes utilization by WHEN of 200 kw. (Haley, McKenna & Wilkinson.)

Troy Broadcasting Co., Troy (WTRY)—Opposes proposal of Meredith-Champlain Television Corp., Albany, to assign Channel 62 to Watertown, N. Y. (Loucks, Zias, Young & Jansky.)

Brockway Co., Watertown (WWNY)—Opposes proposals of: (1) WAGE Inc. and Onondaga Radio Broadcasting Corp., Syracuse, to assign Channel 11 to Syracuse. (2) Cornell U, Ithaca, N. Y., to assign 5 to Syracuse. (Fisher, Wayland, Duvall & Southmayd.)

NORTH CAROLINA

High Point Enterprises Inc., High Point (WHPE)—Opposes proposals of: (1) Winston-Salem Broadcasting Co. and Piedmont Publishing Co., Winston-Salem, N. C., to assign Channel 6 to Winston-Salem. (2) Allen B. DuMont Laboratories Inc., New York, to assign 5 to Winston-Salem. (Harry J. Daly.)

WPTF Radio Co., Raleigh (WPTF)—Opposes proposals of: (1) Allen B. DuMont Laboratories, New York, to assign Channel 5 to Durham, 8 to Raleigh. (2) WSAZ Inc., Huntington, W. Va., to assign 5 to Chapel Hill, 4 to Raleigh. (Loucks, Zias, Young & Jansky.)

Winston-Salem Broadcasting Co., Winston-Salem (WTOB)—Opposes proposals of following to assign Channel 6 to respective cities: Joe L. Smith, Beckley, W. Va. and Daily Telegraph Printing Co., Princeton, W. Va. (Krieger & Joregensen.)

OHIO

Board of Education, Akron—Opposes proposal of Wooster Republican Printing Co., Wooster, Ohio, to assign reserved Channel 55 from Akron to commercial use in Wooster.

Summit Radio Corp., Akron (WAKR)—Opposes proposal of Wooster Republican Printing Co., Wooster, O., to delete Channel 55 from Akron. (Caldwell-Rollo-Russell.)

Tri-City Broadcasting Co., Bellaire—Opposes proposals of: (1) Allegheny Broadcasting Corp., WCAE Inc. and Westinghouse Radio Stations Inc., Pittsburgh, to delete Channel 9 from Wheeling. (2) WSTV Inc., Steubenville, O., to delete 7 or 9 from Wheeling. (3) Allen B. DuMont Laboratories Inc., New York, to assign 18, 39, 43 & 63 to Wheeling in lieu of 7, 9 & 57. (4) Pittsburgh Radio Supply House, Pittsburgh, to assign 16 to Wheeling in lieu of 9. (5) Washington Broadcasting Co., Washington, Pa., to assign 63 to Wheeling in lieu of 9. (Barnes & Neilson.)

Crosley Broadcasting Corp., Cincinnati (WLW-T, Cincinnati; WLW-D, Dayton; WLW-C, Columbus)—Opposes following: (1) For Cincinnati, proposal of Indiana Technical College, Ft. Wayne, Ind., to assign Channel 5 to Ft. Wayne. (2) For Dayton, proposal of Allen B. DuMont Laboratories, New York, to operate WLW-D on 5, assign 5 to Cleveland, 6 to Columbus. (3) For Columbus, proposals of: (a) Southern Illinois U, Carbondale, Ill.; WIBC Inc., Indianapolis; L. B. Wilson Inc., Cincinnati, to assign 4 to Indianapolis and Columbus; (b) Allen B. DuMont Laboratories, New York, to assign 3 in lieu of 4 to Columbus, 3 to Indianapolis; (c) Matta Broadcasting Co., Braddock, Pa., to assign 4 to Braddock; (d) Allegheny Broadcasting Corp., Pittsburgh Radio Supply House Inc., Westinghouse Radio Stations Inc., WWSW Inc., Pittsburgh, to assign 4 to Pittsburgh. (4) For Indianapolis, proposals of: (a) Columbia Broadcasting System, New York, to delete 13 from Indianapolis or assign 13 to both Indianapolis and Chicago; (b) Ohio State U, Columbus, to assign 13 to Columbus from Indianapolis. (5) For Toledo, proposals of: (a) Wayne University and Detroit Board of Education to assign 11 to Detroit from Toledo; (b) Allen B. DuMont Laboratories, New York, to delete 11 from Toledo. (Hogan & Hartson.)

OHIO—Continued

Radio Cincinnati Inc., Cincinnati (WKRC & WKRC-TV)—Opposes proposals of: (1) Allen B. DuMont Laboratories Inc., New York, to retain Channel 7 and 11 in Cincinnati. (2) L. B. Wilson Inc., Cincinnati, to assign 9 and 13 to Cincinnati, 7 to Dayton. (3) Ohio State U, Columbus, to assign 13 to Cincinnati. (4) Southeastern Ohio Broadcasting System Inc., Zanesville, O., and Shenandoah Valley Broadcasting Corp., Harrisonburg, Va., to assign 11 to Cincinnati. (Cohn & Marks.)

Cleveland Broadcasting Co. Inc. (WERE), United Broadcasting Co. (WHK), WGAR Broadcasting Co. (WGAR), WJW Inc. (WJW), Cleveland—Oppose proposals of: (1) Trebit Corp., Flint, Mich., to assign Channel 10 to Flint. (2) WCAE Inc., Pittsburgh, Pa., to assign 16 to Washington, Pa. and 65 to Bellefontaine, O. (3) WBVP Inc., Beaver Falls, Pa., to assign 16 to Beaver Falls. (4) Pittsburgh Radio Supply House, Pittsburgh, to assign 16 to Wheeling, W. Va. (5) Allen B. DuMont Laboratories Inc., New York, for failing to provide competitive situation between vhf and uhf in Cleveland, and providing only 6 channels instead of 8 proposed by Cleveland applicants. (Caldwell-Rollo-Russell.)

Scripps-Howard Radio Inc., Cleveland (TV station WEWS)—Opposes proposals of: (1) Bay City Broadcasting Co., Bay City, Mich., to assign Channel 5 to Bay City. (2) L. B. Wilson, Inc., Cincinnati, O., to assign 5 to Clarksburg, W. Va. (3) Music Broadcasting Co., Grand Rapids, Mich., to assign 5 to Lansing. (Dempsey & Koplovitz.)

Crosley Broadcasting Corp., Columbus (WLW-C)—See Crosley Broadcasting Corp., Cincinnati, O.

Dispatch Printing Co., Columbus (WBNS & WBNS-TV)—Opposes proposals of: (1) William H. Block Co., Indianapolis, and L. B. Wilson Inc., Cincinnati, to assign Channel 10 to Indianapolis. (2) Twin Valley Broadcasters Inc., Coldwater, Mich., to assign 10 to Coldwater. (Dow, Lohnes & Albertson.)

Picture Waves Inc., Columbus (WTVN)—Opposes proposals of: (1) Booth Radio & Television Stations Inc. and WJR, The Goodwill Station, Detroit, to assign Channel 6 to Detroit. (2) Allen B. DuMont Laboratories Inc., New York, to assign 6 to Detroit, 5 to Dayton. (Fly, Shuebruk & Blume.)

Crosley Broadcasting Corp., Dayton (WLW-D)—See Crosley Broadcasting Corp., Cincinnati, O.

Miami Valley Broadcasting Corp., Dayton (WHIO & WHIO-TV)—Opposes proposal of Allen B. DuMont Laboratories, New York, to assign Channel 13 to Dayton and Toledo, Ohio, and Terre Haute, Ind. (Dow, Lohnes & Albertson.)

WSTV Inc., Steubenville (WSTV)—Opposes proposals of: (1) Allegheny Broadcasting Corp., Pittsburgh Radio Supply House Inc., WCAE Inc., Westinghouse Radio Stations Inc., Pittsburgh, to assign Channel 9 to Pittsburgh. (2) Washington Broadcasting Co., Washington, Pa., to assign 9 to Washington. (3) Fort Industry Co., Wheeling, W. Va., favoring FCC proposals for Wheeling. (4) Allen B. DuMont Laboratories Inc., New York, for failure to propose vhf channel to Steubenville. (Caldwell-Rollo-Russell.)

Community Broadcasting Co., Toledo (WTOL)—Opposes proposals of: (1) Allen B. DuMont Laboratories Inc., to delete Channel 13 from Toledo. (2) Wayne U and Detroit Board of Education to move 11 from Toledo to Detroit. (Pierson & Ball.)

Crosley Broadcasting Corp., Toledo—See Crosley Broadcasting Corp., Cincinnati, O.

Fort Industry Co., Toledo (WSPD & WSPD-TV)—Opposes proposal of Allen B. DuMont Laboratories, New York, to substitute Channel 11 for 13 in Toledo. (Dow, Lohnes & Albertson.)

Maumee Valley Broadcasting Co., Toledo—Opposes proposals of Wayne U and Detroit Board of Education, Detroit, to assign Channel 11 to Detroit and 12 to Saginaw. (Roberts & McInnis.)

Toledo Blade Co., Toledo—Opposes proposal of Wayne U and Detroit Board of Education to move Channel 11 from Toledo to Detroit. (Segal, Smith & Hennessey.)

OKLAHOMA

Oklahoma A & M College, Stillwater—Request channel be allocated to Stillwater for educational purposes. (Philip S. Donnell, v.p.)

Cameron Television Inc., Tulsa (KOTV)—Opposes proposals of KFBI Inc. and Taylor Radio & Television Corp., Wichita, Kan., to substitute Channel 11 for 6 in Tulsa. (Hogan & Hartson.)

All Oklahoma Broadcasting Co., Tulsa—Opposes proposals of: (1) WKY Radiophone Co., Oklahoma City, to assign Channels 4, 7 & 13 to Oklahoma City, 2, 6 & 9 to Tulsa, 11 to Muskogee. (2) Southwestern Publishing Co., Fort Smith, Ark., to assign Channel 8 to Fort Smith. (Fly, Shuebruk & Blume.)

OREGON

Central Willamette Broadcasting Co., Albany (KWIL)—Petitions for waiver of rules to permit filing of new proposal to provide 4 additional vhf channels to Washington and Oregon. (Fisher, Wayland, Duvall & Southmayd.)

PENNSYLVANIA

WBVP Inc., Beaver Falls (WBVP)—Opposes proposals of: (1) Cleveland Broadcasting Co., United Broadcasting Co., WGAR Broadcasting Co. and WJW Inc., Cleveland, O., to assign Channel 16 to Pittsburgh. (2) WCAE Inc., Pittsburgh, Pa., to assign 16 to Washington, Pa. (3) Pittsburgh Radio Supply House, Pittsburgh, to assign 16 to Wheeling, W. Va. (Segal, Smith & Hennessey.)

Tri-County Broadcasting Co., DuBois (WCED)—Opposes proposal of Cleveland Broadcasting Co., United Broadcasting Co., WGAR Broadcasting Co., WJW Inc., Cleveland, O., to substitute Channel 60 for 31 in Dubois. (Fisher, Wayland, Duvall & Southmayd.)

Ditspatch Inc., Erie (TV station WICU)—Opposes proposal of Presque Isle Broadcasting Co., that Channel 12 in Erie be reserved for educational use and WICU be shifted to uhf channel. (Fly, Shuebruk & Blume.)

Peoples Broadcasting Co., Lancaster (WLAN)—Opposes assignment of Channel 7 or 8 to Wilmington, Del., proposed by Pennsylvania Broadcasting Co., Chamber of Commerce, City of Philadelphia, Daily News Television Co., Philadelphia. (Stephen Tuhy Jr.)

WGAL Inc., Lancaster (WGAL & WGAL-TV)—Opposes proposal of Peoples Broadcasting Co., Lancaster, Pa., for competitive hearing with WGAL-TV for Channel 8; serves notice it will appear at hearing to support FCC proposals as they affect WGAL-TV and to oppose proposals of Easton Publishing Co., Easton, Pa., and Trent Broadcast Corp., Trenton, N. J., both of whom challenged legality of fixed allocation plan. (George O. Sutton.)

Lebanon Broadcasting Co., Lebanon (WLBR)—Opposes proposals of Eastern Radio Corp., Reading, to assign Channel 15 to Reading, 55 to Lebanon. (Miller & Schroeder.)

Board of Public Education, Philadelphia—Opposes proposals of Philadelphia Chamber of Commerce, City of Philadelphia, Daily News Television Co., and Pennsylvania Broadcasting Co. to assign Channel 12 to Philadelphia for commercial use. (Edward B. Soken.)

WCAE Inc., Pittsburgh (WCAE)—Opposes proposals of: (1) Tri-City Broadcasting, McKeesport, Pa., to assign Channel 7 to McKeesport. (2) Cleveland Broadcasting Co., United Broadcasting Co., WGAR Broadcasting Co., WJW Inc., Cleveland, O., to assign 16 to Pittsburgh. (3) Columbia Broadcasting System Inc., New York, to assign 64 to Indianapolis. (4) Washington Broadcasting Co., Washington, Pa., to assign 9 to Washington. (5) WBVP Inc., Beaver Falls, Pa., to assign 16 to Beaver Falls. (6) WSTV Inc., Steubenville, O., to assign 9 to Steubenville. (7) L. B. Wilson Inc., Cincinnati, to assign 63 to Steubenville. (Dempsey & Koplovitz.)

WWSW Inc., Pittsburgh (WWSW)—Opposes proposals of: (1) Matta Broadcasting Co., Braddock, Pa., to assign Channel 4 to Braddock. (2) Tri-City Broadcasting Co., McKeesport, Pa., to assign 13 to McKeesport. (Segal, Smith & Hennessey.)

RHODE ISLAND

Outlet Co., Providence (WJAR & WJAR-TV)—Opposes proposals, requiring its shift to Channel 12, by Columbia Broadcasting System, New York; Hampden-Hampshire Corp., Holyoke, Mass.; Travelers Broadcasting Service Corp., Hartford, Conn.; Matheson Radio Co., Boston, Mass.; WTAG Inc., Worcester, Mass., and Allen B. DuMont Laboratories Inc., New York. (Dow, Lohnes & Albertson.)

SOUTH CAROLINA

Broadcasting Co. of the South, Columbia (WIS)—Opposes proposals of: (1) Southeastern Broadcasting Co. and Middle Georgia Broadcasting Co., Macon, Ga., to assign Channel 7 to Macon. (2) Spartan Radiocasting Co., Spartanburg, S. C., to delete 7 from Columbia. (3) Allen B. DuMont Laboratories Inc., New York, to assign only 5 & 9 to Columbia. (Dow, Lohnes & Albertson.)

City of Columbia—Opposes proposals of: (1) Spartan Radiocasting Co., Spartanburg, S. C., to move Channel 7 to Spartanburg. (2) Southeastern Broadcasting Co. and Middle Georgia Broadcasting Co., Macon, Ga., to assign 7 to Macon. (3) Allen B. DuMont Laboratories Inc., New York, to assign 5 & 9 to Columbia in lieu of 7 & 10.

Marseco Broadcasting Co., Columbia (WMSC)—Opposes proposals of: (1) Southeastern Broadcasting Co. and Middle George Broadcasting Co., Macon, Ga., to assign Channel 7 to Macon. (2) Spartan Radiocasting Co., Spartanburg, S. C., to assign 7 to Spartanburg from Columbia. (Hogan & Hartson.)

Palmetto Broadcasting Corp., Columbia (WNOK)—Opposes proposals of: (1) Spartan Radiocasting Co., Spartanburg, S. C., to delete Channel 7 from Columbia. (2) Southeastern Broadcasting Co. and Middle Georgia Broadcasting Co., Macon, Ga., to assign 7 to Macon. (3) Allen B. DuMont Laboratories Inc., New York, to assign 5 & 9 to Columbia in lieu of 7 & 10. (John F. Clagett.)

Greenville City Schools, Greenville—Opposes proposal of Bob Jones U, Greenville, S. C.

TENNESSEE

Tri-State Telecasting Corp., Chattanooga—Opposes proposal of Allen B. DuMont Laboratories, New York, to remove vhf channel from Chattanooga. (Loucks, Zias, Young & Jansky.)

WDOD Broadcasting Corp., Chattanooga (WDOD)—Opposes proposal of Allen B. DuMont Laboratories Inc., New York, to reduce number of vhf channels in Chattanooga. (Dow, Lohnes & Albertson.)

WJHL Inc., Johnson City (WJHL)—Opposes proposals of: (1) Radio Athens Inc., Athens, Ga., to assign Channel 11 to Athens. (2) Allen B. DuMont Laboratories Inc., New York, to assign 5 to Johnson City in lieu of 11. (Haley, McKenna & Wilkinson.)

Capitol Broadcasting Co., Nashville (WKDA)—Opposes proposal of WHUB Inc., Cookeville, Tenn., to assign Channel 5 to Cookeville. (Segal, Smith & Hennessey.)

WSM Inc., Nashville (WSM & WSM-TV)—Opposes proposal of Allen B. DuMont Laboratories Inc., New York, N. Y., because co-channel and adjacent-channel separation is less than FCC's proposals. (Caldwell-Rollo-Russell.)

TEXAS

Lufkin Amusement Co., Beaumont—Opposes proposals of: (1) KTRH Broadactsing Co. and Shamrock Broadcasting Co., Houston, to assign Channel 12 in lieu of 4 to Beaumont-Port Arthur, 4 in lieu of 11 to Galveston, 5 to Houston. (2) Allen B. DuMont Laboratories Inc., New York, to assign Channel 13 in lieu of 6 to Beaumont-Port Arthur, 4 to Monroe, La. (3) South Texas Television Co., Houston, to assign 12 in lieu of 4 to Beaumont-Port Arthur, 4 in lieu of 11 to Galveston, 5 to Houston. (Barnes & Neilson.)

Oil Belt Television Co., Breckenridge—Opposes proposal of Trinity Broadcasting Co., Oak Cliff, Tex., to assign Channel 7 to Dallas. (P. W. Seward.)

Brownsville Broadcasting Co., Brownsville (KBOR)—Opposes proposals of Harbenito Broadcasting Co., Harlingen, Tex., McAllen Television Co., McAllen, Tex., and Taylor Radio & Television Corp., Weslaco, Tex., to delete Channel 4 or 5 or both from Brownsville. (Fisher, Wayland, Duvall & Southmayd.)

Corpus Christi Broadcasting Co. Inc., Corpus Christi (KSIX)—Opposes proposals of FCC to delete Channels 3 & 8 from Corpus Christi. (Fisher, Wood & Burney, Corpus Christi.)

Houston Post Co., Houston (KPRC & KPRC-TV)—Opposes proposals for mileage separation on Channels 2 thru 6 and 7 thru 13 made by Loyola U, New Orleans; KTRH Broadcasting Co., Shamrock Broadcasting Co. and South Texas Television Co., Houston; WMPS Inc. and WREC Broadcasting Service, Memphis; Harbenito Broadcasting Co. Inc., Harlingen, Tex.; Lamar Life Insurance Co., Jackson, Miss.; Taylor Radio & Television Corp., Weslaco, Tex.; Red River Valley Publishing Co., Sherman, Tex., and Allen B. DuMont Laboratories Inc., New York. (Frank W. Wozencraft.)

South Texas Television Co., Houston—Opposes proposal of Allen B. DuMont Laboratories, New York, for adding only one channel to Houston. (Segal, Smith & Hennessey.)

East Texas Television Co., Longview—Opposes proposals of Radio Station KFRO, Longview, to assign Channel 12 to Longview, 10 in lieu of 12 to Shreveport, La., 5 in lieu of 10 to El Dorado, Ark. and 32 and 38 to Gilmer or Tatum from Longview. (Johnson, Bohannon, Prescott & Abney.)

Julius M. Gordon & Associates Inc., Lufkin—Opposes proposals of: (1) East Texas Television Co., Longview, Tex., to substitute Channel 10 for 9 in Lufkin, move 9 to Longview. (2) Trinity Broadcasting Corp., Oak Cliff, Tex., to substitute 5 for 9 in Lufkin. (Barnes & Neilson.)

McAllen Television Co., McAllen—Opposes proposals of Taylor Radio & Television Corp., Weslaco, Tex., to assign Channel 2 to Weslaco and to Saltillo, Mex. from Monterey, Mex., and assign 4 & 5 to Weslaco-Harlingen from Brownsville, Tex. (Johnson, Bohannon, Prescott & Abney, Dallas.)

Trinity Broadcasting Corp., Oak Cliff (Dallas) (KLIF)—Opposes proposals of: (1) A. H. Belo Corp., Dallas, favoring assignment of Channel 8 to Dallas. (2) East Texas Television Co., Longview, to assign 9 to Longview and 10 to Lufkin. (3) KFBI Inc. and Taylor Radio & Television Corp., Wichita, Kan., to assign 11 to Wichita Falls. (4) KTRH Broadcasting Co., Shamrock Broadcasting Co. and South Texas Television Co., Houston, to assign 5 and 10 to Houston. (5) Red River Valley Broadcasting Corp., Sherman, to assign 10 to Sherman-Denison. (6) Stephens County Broadcasting Co., Breckenridge, to assign 7 to Breckenridge. (7) Allen B. DuMont Laboratories Inc., New York, only if adopted in part, adversely affecting Dallas. (Cohn & Marks.)

Texas State Network Inc., San Antonio (KABC)—Opposes proposal of Lack's Stores Inc., Victoria, Tex., to assign Channel 12 to Victoria. (Eugene L. Burke.)

Walmac Co., San Antonio (KMAC)—Opposes proposal of Lack's Stores Inc., Victoria, Tex., to move Channel 12 from San Antonio to Victoria. (Dow, Lohnes & Albertson.)

Red River Valley Broadcasting Corp., Sherman (KRRV)—Opposes proposal of Allen B. DuMont Laboratories, New York, for failure to provide vhf channel to Sherman area. (Fisher, Wayland, Duvall & Southmayd.)

Red River Valley Publishing Co., Sherman—Opposes proposals of Allen B. DuMont Laboratories Inc., New York, on grounds it assigns no vhf channel to Sherman-Denison. (Fisher, Wayland, Duval & Southmayd.)

Sherman Television Co., Sherman—Opposes proposals of Radio Station KFRO, Longview, to assign Channel 12 to Longview. (Johnson, Bohannon, Prescott & Abney.)

Bell Broadcasting Co., Temple (KTEM)—Opposes proposal of Allen B. DuMont Laboratories, New York, for failure to provide vhf channel to Temple. (Fisher, Wayland, Duvall & Southmayd.)

Lucille Ross Buford, Tyler (KGKB)—Opposes proposal of Trinity Broadcasting Co., Oak Cliff (Dallas), Tex., to assign Channel 8 to Tyler in lieu of 7. (Haley, McKenna & Wilkinson.)

Lacks Stores Inc., Victoria—Opposes proposal of Allen B. DuMont Laboratories Inc. in failing to assign vhf channel to Victoria. (Cohn & Marks.)

Texoma Broadcasting Co., Wichita Falls (KTRN)—Opposes proposal of Allen B. DuMont Laboratories Inc., New York, to delete Channel 3 from Wichita Falls and assign it to Lawton, Okla. (Eugene L. Burke.)

Wichtex Radio & Television Co., Wichita Falls (KFDX)—Opposes proposals of: (1) KFBI Inc. and Taylor Radio & Television Corp., Wichita, Kan., to assign Channel 11 to Wichita Falls in lieu of 3. (2) Allen B. DuMont Laboratories Inc., New York, to delete 3 from Wichita Falls. (Samuels, Brown, Herman & Scott, Wichita Falls.)

UTAH

Salt Lake City Broadcasting Co. Inc., Salt Lake City (KALL)—Opposes proposals of Uncompaghre Broadcasting Co., Montrose, Colo.; Eastern Utah Broadcasting Co., Price, Utah, and Oquirrh Radio & Television Co., Tooele, Utah, to assign Channel 2 to Tooele. (Haley, McKenna & Wilkinson.)

Uintah Broadcasting Co., Vernal (KJAM)—Same as Northwestern Colorado Broadcasting Co., Craig, Colo. (Paul L. Badger.)

VIRGINIA

Appalachian Broadcasting Corp., Bristol (WCYB)—Opposes proposals of Allen B. DuMont Laboratories Inc., New York, to delete Channel 5 from Bristol, Tenn. (Fly, Shuebruk & Blume.)

Beachview Broadcasting Co., Norfolk—Opposes proposals of Hampton Roads Broadcasting Corp. to assign Channel 2 to Norfolk in lieu of 12. (Irving M. Kipnes.)

Commonwealth Broadcasting Corp., Norfolk (WLOW)—Opposes proposal of Hampton Roads Broadcasting Corp. to substitute uhf channel for vhf in Norfolk. (Jack J. Siegel.)

Louis H. Peterson, Petersburg (WSSV)—Opposes proposals of following to assign Channel 8 to respective cities, unless otherwise indicated: Larus & Brother Co., Richmond Newspapers Inc., Richmond; Radio Station WCHV, Charlottesville; Allen B. DuMont Laboratories Inc., New York (to Norfolk). (Cohn & Marks.)

Havens & Martin Inc., Richmond (WMBG & WTVR)—Opposes proposals of: (1) Radio Virginia Inc., Richmond, and Radio Kentucky Inc., Louisville, to limit vhf power, hold up construction until allocation plan is final, institute time-sharing arrangements, require return of applications now on file and establishment of new cut-off date for filings. (2) Allen B. DuMont Laboratories Inc., New York, Winston-Salem Broadcasting Co. and Piedmont Publishing Co., Winston-Salem, to assign Channel 6 to Winston-Salem. (Fletcher & Midlen.)

WASHINGTON

KVOS Inc., Bellingham (KVOS)—Opposes proposals of: (1) Fisher's Blend Station Inc., Totem Broadcasters Inc. and Queen City Broadcasting Co., Seattle, to assign Channel 2 to Seattle and 3 to Victoria, B. C. (2) Allen B. DuMont Laboratories Inc., New York, to assign 3 to Victoria and 12 to Vancouver, B. C. (3) Twin City Broadcasting Corp., Longview, Wash., to assign 2 to Vancouver, B. C. (Haley, McKenna & Wilkinson.)

Fisher's Blend Station Inc., Seattle (KOMO)—Opposes proposals of: (1) Twin City Broadcasting Corp., Longview, Wash., to assign Channel 2 to Longview. (2) KVOS Inc., Bellingham, Wash., to add 12 to Bellingham, substituting 3 for 12 in Chilliwack, B. C. (Fisher, Wayland, Duvall & Southmayd.)

KING Broadcasting Co., Seattle (KING & KING-TV)—Opposes proposals of: (1) Twin City Broadcasting Corp., Longview, Wash., to assign Channel 6 to Victoria, B. C. (2) Central Wilamette Broadcasting Co., Albany, Ore., to assign 5 to Salem, Ore. (Haley, McKenna & Wilkinson.)

Tribune Publishing Co., Tacoma (KTNT-FM)—Opposes proposal of Tom Olsen, Olympia, Wash., to delete Channel 11 from Tacoma. (Dow, Lohnes & Albertson.)

WEST VIRGINIA

Clarksburg Broadcasting Corp., Clarksburg (WPDX)—Opposes proposal of Ohio State U to assign Channel 12 to Columbus, O., from Clarksburg. (Mechlin, Marshall & Smith.)

Ohio Valley Broadcasting Corp., Clarksburg (WBLK)—Opposes proposals of following to assign Channel 12 to respective cities unless otherwise indicated: Southeastern Ohio Broadcasting System Inc., Zanesville, O.; Shenandoah Valley Broadcasting Corp., Harrisonburg, Va. (to Zanesville); Ohio State U, Columbus, O. (Cohn & Marks.)

Greater Huntington Radio Corp., Huntington (WHTN)—Opposes posals of: (1) Ohio State U, Columbus, to assign Channel 12 to Columbus and delete 13 from Huntington. (2) Allen B. DuMont Laboratories, New York, to assign 9, 49, 52 & 65 to Huntington in lieu of 8, 13 & 53. (Loucks, Zias, Young & Jansky.)

Community Broadcasting Inc., Wheeling (WKWK)—Opposes proposals of Washington Broadcasting Co., Washington, Pa.; Allegheny Broadcasting Corp., Pittsburgh Radio Supply House Inc., WCAE Inc., Westinghouse Radio Stations Inc., Pittsburgh, Pa., and Allen B. DuMont Laboratories Inc., New York—insofar as they would delete Channels 7 & 9 from Wheeling. (Pierson & Ball.)

Fort Industry Co., Wheeling (WWVA)—Opposes proposals of: (1) Washington Broadcasting Co., Washington, Pa., to assign Channel 63 to Wheeling in lieu of 9. (2) WSTV Inc., Steubenville, O., to assign 7 or 9 to Steubenville from Wheeling. (3) Allen B. DuMont Laboratories, New York, to delete 7 & 9 from Wheeling, as well as entire DuMont allocation proposal. (4) Allegheny Broadcasting Co., Pittsburgh Radio Supply House, WCAE Inc., Westinghouse Radio Stations Inc., Pittsburgh, to assign 9 to Pittsburgh from Wheeling. (Dow, Lohnes & Albertson.)

Williamson Broadcasting Corp., Williamson (WBTH)—Opposes proposal of Allen B. DuMont Laboratories Inc., New York, to substitute Channel 60 for 17 in Williamson. (Fletcher & Midlen.)

WISCONSIN

Green Bay Newspaper Co., Green Bay (WJPG)—Opposes proposals of following to assign Channel 6 to respective cities: Milwaukee Broadcasting Co., Wisconsin Broadcasting System, Hearst Radio Inc., Milwaukee; Music Broadcasting Co., Grand Rapids, Mich. Also opposes proposals of Columbia Broadcasting System, New York, to assign 13 to Chicago. (Roberts & McInnis.)

Booth Radio & Television Stations Inc., Milwaukee (WJLB, Detroit)—Opposes proposal of Columbia Broadcasting System Inc., New York, to assign Channel 13 to Chicago without increasing number of vhf channels in Milwaukee. (Caldwell-Rollo-Russell.)

City of Milwaukee—Opposes proposal of Wisconsin Broadcasting System and Hearst Radio Inc., Milwaukee, to reserve uhf channel for educational use in lieu of 10. (Walter J. Mattison, city attorney.)

Hearst Radio Inc., Milwaukee (WISN)—Opposes proposals of: (1) Quad City Broadcasting Corp., Moline, Ill., to assign Channel 10 to Grand Rapids. (2) Columbia Broadcasting System to replace 12 with 6 in Milwaukee. (3) Music Broadcasting Co., Grand Rapids, Mich., to move 6 to Grand Rapids. (Dempsey & Koplovitz.)

The Journal Co., Milwaukee (WTMJ & WTMJ-TV)—Requests opportunity to participate in hearings to protect self against possible adverse implications of proposals by Quad-City Broadcasting Corp., Moline, Ill., and Allen B. DuMont Laboratories, New York. (Hogan & Hartson.)

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AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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TV RATES UP, AM DOWN, AS OF JULY 1: TV time charges surge to new highs with NBC-TV's increase in network rates for its entire lineup of 63 affiliates, effective July 1.

New one-time rate for purchase of hour on all these stations (Class A time, 6-11 p.m. Mon. thru Fri., 1-11 p.m. Sat. & Sun.) would thus be $45,425 as against $36,775 at present, up 24%. That's exclusive of talent costs, subject to discounts.

Local time rates generally are considerably under network. But in compiling data for our TV Factbook No. 13 (due July 15) we find that just about 50% of all TV stations are also boosting their rate cards as of July 1, or thereabouts.

Mounting costs of telecasting time are illustrated by boosts for NBC's own stations: WNBT, New York, upped from $3100 an hour to $4000; WNBW, Washington, from $750 to $950; WNBK, Cleveland, from $1050 to $1275; WNBQ, Chicago, from $1650 to $2000; KNBH, Los Angeles, from $1650 to $2000. (These are network rates; NBC also raised KNBH local rate from $1000 to $1250, one-minute spots from $165 to $200.)

ABC-TV's own stations were similarly hiked week ago (Vol. 7:23): WJZ-TV, New York, $3100 to $4000; WENR-TV, Chicago, $1650 to $2000; WXYZ-TV, Detroit, $1100 to $1350; KECA-TV, Los Angeles, $1650 to $2000; KGO-TV, San Francisco, $600 to $850.

CBS-TV may raise rates Sept. 1, but plans none across-the-board. Its last rate card change was Jan. 1, when it posted $3250 network charge for WCBS-TV, New York (Vol. 7:1), which compares with WCBS rate of $1350, highest in radio. Its KTSL, Los Angeles, charges $900, and WTOP-TV, Washington (45% owned) charges $750.

DuMont says it has no present plans to up rates; network charge for WABD, New York, went to $2200 last Feb. 1; WTTG, Washington, $400; WDTV, Pittsburgh, $600.

NBC-TV sales v.p. Edward D. Madden said hike means cost-per-thousand homes is $3.46, compared with $3.85 in July 1950 -- with "circulation" 7 times greater. Customary 6-months protection is given contract advertisers signing before July 1.

* * * *

How high can TV rates go? One rough guess, by Young & Rubicam's TV-radio manager W. Rodney Erickson, is that by 1955 there will be 35,000,000 TV homes and that a 52-week half-hour show on 125 stations by then will cost $3,000,000 a year for time and talent. He made guesstimate before AFA meeting in St. Louis June 13.

TV rate increases come on eve of effective date of AM decreases by networks (Vol. 7:16-17) -- and radio broadcasters, still smarting, have moved to attack. Some actually have raised rates, but not many; others are promoting hard to show radio is still better buy. This week, though it was first to order 10% AM rate cut, CBS ran full-page newspaper and trade paper ad jibing at TV. Headlined "Television's Big Brother," ad said [radio] "can still lick anybody on the block." Theme was that radio is still only medium combining all advertising essentials -- "nation-wide coverage, thumping impact...and minimum cost."

"The big advertisers know better than anybody that you don't send a boy to do a man's work," the text reads. "When there's a big job to be done, you'll want

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radio..." CBS network radio cost of $1.18 per thousand is compared with leading magazines' $2.72, newspapers' $4.03.

National reps of stations rushed into fray with big ads, too. Katz Agency trade ad tells how spot TV can be bought on network stations at 19% less. Petry, in similar double-spread, charges network AM rate cuts were "indiscriminate," took no notice of increased listening, added radios -- especially in non-TV areas. It also observed that "revalued" radio doesn't mean "devalued" radio.

Other activity in radio rate picture: (1) Affiliates Committee held exploratory meeting with ANA's Paul West and others, "found no areas of disagreement," according to chairman Paul Morency. (2) Sponsor Magazine June 18 reported Wm. Esty agency (Colgate) has written AM stations recently raising rates to ask "how come?" in light of network radio reductions. Marschalk & Pratt previously had questioned AM station rates, too (Vol. 7:18). And (3) Don Lee Network ordered 10% rate cuts for 1-10 p.m. daily from July 1.

EVERYBODY HELL-BENT TO THAW FREEZE: Hunt for formula for quick end to TV freeze -- at least one promising quicker action than present FCC procedures -- is in full cry at every level of Commission and industry.

Prospects for speedup appear brightest yet. That doesn't mean things could be wound up in couple of months -- but "out of the trenches by Christmas" is now considered realistic goal; that is, processing applications by then. New station construction is another matter. "Well into 1952" is still safest guess.

Idea of calling off oral testimony for city-by-city hearing now scheduled to start July 9 (Vol. 7:24), relying instead on FCC to come up with final allocation on basis of written comments, is gaining impetus.

Many variations on the theme are being considered, and FCC welcomes them. There's widespread feeling, almost one of desperation, that currently-scheduled hearing can't possibly be concluded in less than 6 months -- and some think a year is even more likely. After that, several months more would be needed to end freeze.

Willingness to forego hearing is by no means unanimous. DuMont, with its completely new national plan based on different fundamental premises from FCC's, may insist on hearing -- and Commission may prefer it that way. Then some of the 31 stations which FCC proposes to shift to new channels may feel lack of hearing would short-change them.

But both cases would be small potatoes compared with the size of hearing implicit in the 1000-plus comments & oppositions filed (Supplements No. 72 to 72-C).

Formal petition to dispense with hearing -- the kind of urging sought from industry by Commission -- was filed this week by Westinghouse Radio Stations. It proposes that its direct testimony be submitted in writing, that only cross-examination be conducted orally. Some think cross-examination should be dropped, too.

* * * *

Interwoven with search for "ways and means" is question of the FCC's legal authority to promulgate an allocation plan fixed in its rules. On June 28, Commission will finally hear pros and cons in oral argument.

But preponderant opinion is that FCC will prove virtually unshakeable in conviction of its authority, that it will decide it risks no greater delays from court appeals now than it will at any other stage of proceedings.

Legality question shapes up as battle royal, with industry lined up on both sides of question. FCC Bar Assn. (Wm. Porter or Leonard Marks arguing) and several law firms oppose FCC. CBS (Richard Salant), Joint Committee on Educational TV (Telford Taylor), plus other law offices, side with Commission with equal vigor. FCC will have its own general counsel Benedict Cottone argue for it.

This industry split lends weight to predictions FCC will sustain itself. Sen. Johnson, who really pushed FCC into granting oral argument now, before proceedings render it meaningless, congratulated Commission for "forthright" action. And FCC confirmed the obvious this week -- announcing that partial freeze lifting can't be effected pending oral argument and settlement of legality question.

Industry has been applauding Sen. Johnson for his cool attitude towards the reservation of channels for educational institutions. But, after reading comments filed by Colorado educational groups, that they support reservations, he wrote Commission that he knows very well schools in his State can't afford such "frills". Then, he added, way to get education into TV may be through imposing conditions on licenses of commercial stations "requiring them to devote appropriate time for educational purposes."

Meanwhile, to clear up rag-tag of allocation issues, in preparation for the "big push," Commission is attempting to dispose of 470-500 mc question -- that is, whether band should be given to TV or set aside for common carrier use.

TELECASTERS PLAN SELF-CENSORSHIP CODE: Telecasting industry gets off to good start with the Washington authorities, so far as self-regulation of programs is concerned, if attitudes manifest at all-industry conference on program standards mean anything.

Instead of threatening with a big stick, FCC Chairman Coy and the powerful Sen. Ed Johnson, chairman of Interstate & Foreign Commerce Committee ruling radio, simply passed along friendly words of admonition and advice to the 103 telecasters representing 65 stations and all networks attending NARTB-sponsored parley June 22.

Though Coy called meeting "logical forerunner" of FCC's announced program inquiry (Vol. 7:3-5,16), the soul-searching among telecasters themselves and conciliatory attitude of the lawmakers was so heartening that some ventured opinion such a probe (which some fear has Blue Book implications) can be headed off -- that is, if industry does good job of uplift and self-censorship.

Opinion was well-founded, for FCC plainly wants to be friends with industry and has hands plenty full with problems of ending freeze -- under prodding now of Sen. Johnson himself. Even Coy remarked he seems to be "on a honeymoon" with the broadcasters again, now that he has been reappointed.

Group unanimously adopted resolution by WBAP-TV's Harold Hough calling for "extensive and careful review of present program practices with a view to establishing standards of self-regulation designed to improve character of TV programming..."

Thereupon NARTB president Harold Fellows was directed to appoint committee, to make "an immediate and thorough investigation of all the aspects of promulgating standards for TV...in consultation with representatives of govt., public, civic and other special groups" -- and to draft a proposed code.

* * * *

Said Sen. Johnson: "I know you can do it yourselves." He warned against program excesses (though said he, as a fan and grandfather of children who love TV, found few to complain of). But he warned that criticisms aren't always the work of "bluenoses". He went on, after telling how school kids of his own Colorado (still without TV) are writing him to ask when it will come there:

"I like television. It is the greatest science and art that ever came to the human race. It has restored the home again.

"I'm a TV and radio fan, and I'm not ashamed to admit it. I get a lot out of it, including the advertising. When cleverly done, that too is entertaining [loud applause] and I think most people feel the same way as I do."

Said Coy: "I am delighted that you are exploring ways and means here today to strengthen TV...by moving in on these problems yourselves." He predicted that positive action by telecasters to improve the programming level would bring about "an immediate upsurge of public confidence" -- and said this could be done "without the benefit of govt. intervention."

* * * *

Coy cited as "most prevalent" of some 1000 complaints FCC had received during 72-day period (covering both radio and TV): objected to advertising alcoholic beverages, 255; indecency, obscenity or profanity, 221; false or misleading advertising, 128; lotteries & giveaway schemes, 107. He noted, though, that anti-liquor complaints were obviously part of organized prohibition and temperance campaigns.

Coy suggested telecasters consider these "Blue Book" points in determining

whether they hold licenses in public interest: (1) Assistance in civic improvements. (2) Promotion of educational and cultural opportunities. (3) Integrity of the news. (4) Promotion of community labor relations and inter-racial understanding. (5) The wholesomeness of entertainers and their sense of responsibility as "visitors" in the home. (6) Fairness in controversial issues. (7) Reliability, good taste, excesses in advertising. (8) Advertiser domination of program schedules.

Self-criticism during discussions included warning from Paramount's Paul Raibourn, citing movie industry's experience, to "organize or be censored" -- and he urged positive action, not mere list of "don'ts".

NBC passed around newly-published booklet "Radio and Television Broadcast Standards" setting forth its limitations on commercials, restrictions on "indecent exposure," "lewd dances," "sex references" -- first such code-book yet published, available from network on request.

There was some disappointment that more of the 107 stations weren't on hand, but prominently present were ABC and CBS representatives, auguring possible return of those networks to NARTB membership.

COLOR NOW UP TO PUBLIC AND INDUSTRY: A 5-city network, top-flight talent, one hour of programming daily, a handful of friendly sponsors -- and 20 receivers available for public showings of color TV.

These are the simple facts as CBS begins commercial colorcasting June 25.

Watching with keenest interest will be a skeptical industry, still largely opposed to the FCC-approved CBS system, still dubious about its public saleability, still bent on perfecting and proving a superior all-electronic system.

FCC Chairman Coy will participate in debut -- but he has also consented to take a look at RCA's tri-color tube next week, personally accompanied by president Frank Folsom, with presumably a full-blown demonstration.

Significant also was industry's all-out mobilization this week to whip into shape its promised compatible system. Prospects looked so good that, at week's end, even that wary scientist-industrialist Dr. Allen DuMont was impelled to declare, after his lab workers had hooked their own test color circuits to RCA tricolor tube:

"For the first time, I have seen color pictures which I consider eminently satisfactory and practical for home receivers." For the first time, reporters found the usually cautious and skeptical Dr. DuMont really enthusiastic.

* * * *

Publicity is by far the most important device left to CBS. It's about only thing that could break the chicken-egg cycle, and possibly create demand for color sets that CBS hopes other manufacturers will find impossible to resist.

No great promotional campaign had been started up to our press time, but everyone is expecting big ad splurge (in the 5 cities) to herald June 25 "premiere". CBS is now apparently playing its promotion by ear -- an unusual practice for that company, known for its well-planned, long-range campaigns.

CBS's relative quietness on color lately has some people thinking that true zeal is somewhat lacking within the organization -- clearly manifest among many of its employes and among its own station affiliates.

Moreover, CBS is now deep into TV manufacturing field (Vol. 7:15,20,24) -- with the same stake in its selling economics as all other manufacturers.

* * * *

All 5 stations will carry Monday's 4:30-5:30 premiere. After that, here's the setup, as revealed by the stations:

New York: WCBS-TV will undoubtedly transmit all scheduled colorcasts -- 10:30-11 a.m. & 4:30-5 p.m. daily, plus some Saturday sports events, including major football games if NCAA permits (Vol. 7:24). CBS will have 10 sets for press and public, but had not disclosed their locations.

Baltimore: WMAR-TV will carry morning shows only, plus occasional Saturday events. Two 7-in. sets, magnified to 10-in., borrowed from CBS, will be used for public showings in lobbies of old and new Baltimore Sun buildings (Vol. 7:24).

Boston: WNAC-TV can handle only morning shows, has also borrowed 2 sets from CBS, will display them at Jordan Marsh dept. store until CBS takes them back, according to manager Linus Travers. Hub Distributors has an Air King, plans showings in Hotel Somerset for its dealers Monday and several days thereafter.

Philadelphia: WCAU-TV plans to carry only Saturday programs, nothing on weekdays for the present. It also has 2 sets on loan from CBS, will show them in its own auditorium.

Washington: WTOP-TV will accept morning programs only, including 10-10:30 test pattern. Three sets are on hand for the premiere, fabricated by stations' own technicians -- one at Carlton Hotel for FCC, Congressmen, other VIPs; one at studio, one monitor at transmitter. Manager John Hayes reports dept. stores and TV dealers begging for display receivers.

Air King (now CBS-Columbia Inc.) won't have quantity of sets ready until late September, and other companies planning sets or converters are moving in rather slowly. But CBS spokesman says many home-made sets will be tuned to colorcasts, estimating these at "around a thousand" in New York, "hundreds" elsewhere. There are also quite a few manufacturers with field-sequential test sets of their own.

Besides celebrities scheduled for first program (Vol. 7:24), 16 sponsors have been lined up for it: General Mills, Lincoln-Mercury, Longines, Pabst, Wrigley, Revlon, Lipton, NBC (National Biscuit Co., that is), Toni, Monarch Foods, Procter & Gamble, Standard Brands, Quaker Oats, Best Foods, Pepsi-Cola, Chesterfield.

Four sponsors have bought 13-week station breaks: Phoenix Aristomat (stove covers), O'Cedar (mops), Bulova (watches), Wembley (neckties).

* * * *

Manufacturers' faith in compatible system appeared stronger than ever this week, as National TV System Committee (NTSC) geared itself for field tests, and RCA supplied all its licensees with tri-color tube -- key device to system's fruition.

NTSC formed 9 color panels, laid out test program, during June 18 New York meeting. [For panel chairmen and vice chairmen, see p. 7.] Now that most manufacturers have receiving equipment to work with, they'll be able to use the compatible signals transmitted by RCA and DuMont (with Hazeltine assistance) in New York area, Philco in Philadelphia, probably Zenith, Hallicrafters and Motorola in Chicago. Chicago is only one of the 3 not yet transmitting.

Dr. DuMont's burst of enthusiasm was expressed in June 22 telegram to Coy, after company had fired up RCA tri-color tube. He invited Coy to see it June 25. Dr. DuMont admits it will take time to get tube into mass production, but he said "the Columbia system will take plenty of time, too." To DuMont's recommendation that commercial advent of CBS color be delayed, Coy answered: "We concluded our hearings some time ago."

* * * *

RCA's tri-color tube symposium June 19-20, in New York's Waldorf-Astoria, was heavily and enthusiastically attended. Each set maker planning experimentation was given 16-in. tube and kit of about 15 parts to make receiver for it. They may buy more when available. Tube makers were also given tube components, with complete story on how to put them together, make their own tubes.

Attendees agreed mass production of tube will be tough job, but RCA likened situation to that existing when industry geared for black-and-white production.

RCA is concentrating on 3-gun tube at present. Reason is that system is now essentially simultaneous, and 3 guns give 3 times the brightness of single-gun. Tubes distributed are 16-in., but 21-in. (round, metal-coned) was also shown. It has same 600,000-dot structure as previous tubes. DuMont claims it is working on tubes with many more dots, some even larger than 21-in., using similar techniques.

Observers at symposium say RCA let down its hair completely, answered all questions frankly. Apparently, company described no radical changes in techniques previously revealed in bulletin distributed to licensees (Vol. 7:10).

There was some criticism in press, though, because tube wasn't shown in

action. Shortly afterward, however, RCA announced public showings to start July 9 -- receivers with tri-color tube picking up live subjects.

First demonstrations will be in Radio City's Exhibition Hall -- from WNBT in morning before regular programming hours, via closed-circuit thereafter. Radio, TV and Broadway stars will be featured.

Network transmissions to other cities will be added later, with "at least 100" color sets to be available for public viewing -- some undoubtedly to be placed in Washington and made available to FCC members and staff.

Remote pickup camera has been developed and successfully tested, according to RCA. FCC critics have said that absence of this device was one of biggest factors contributing to RCA's defeat.

RCA indicates no plans to petition FCC to reopen whole color issue at this time. It may well develop into an all-industry request, through aegis of NTSC, after period of field testing (Vol. 7:23-24).

* * * *

Bendix and Crosley caused raised eyebrows this week when former showed CBS-type converter in Chicago and latter announced June 28 press showing of one in New York's Park Sheraton. But both said emphatically that their only purpose was to show "readiness to meet demand" if and when it arose.

"Demand" remains keynote throughout industry. But, as one typical manufacturer put it: "A certain type of buyer will buy anything. But the depth of that market won't support mass production."

Another key producer pointed to price of Air King's sets ($400 & $500 for 10-in. magnified to 12½-in.), recalled testimony of Air King president David Cogan in October 1949, to effect that 10-in. color set would sell for only $75-$80 more than the then current $199 table model 10-in. Same manufacturer said his cost engineers reported that 12½-in. color set would cost company $600-$700 to make.

CBS-Columbia Inc. is reported to be paying $60 for motors alone, and one components manufacturer is said to be offering 10-in. disc-motor assembly for $230, 7-in. for $150.

Thus, no mass market is visible to the set makers -- though it's fair to assume that most are prepared to meet any true demand when and if it comes. Matter of fact, one very big manufacturer said he wanted to make 500-1000 color sets just to prove their market sluggishness when compared with far cheaper big-screen black-and-white. But he said his staff talked him out of it.

* * * *

That July 1 unveiling of Paramount's "Chromatic TV" set with Lawrence tri-color tube (Vol. 7:24) won't come off. Paramount v.p. Paul Raibourn says tube has to be "finished up," and he admits picture quality "isn't quite up to standards of the CBS picture." He says company won't conduct press or public showings until "people can look at it and say, 'That's it!'" Nevertheless, Raibourn says that the military like the tube, provide a market regardless of set production prospects.

Webster-Chicago, which plans to sell color converters under its own name and offers chassis to manufacturers, is still in "sample" stage. According to v.p. C.P. Cushway: "We're getting the loose ends together. We're getting some inquiries from manufacturers, and they're talking about substantial quantities. But we don't know whether they mean it. We can't move fast until we see the demand. Then there's the materials situation. Manufacturers may not want to jeopardize the market for known products while diverting materials to something new."

* * * *

Cost and efficacy of adapters, to get black-and-white from CBS colorcasts, is another controversial subject. Philco says its new sets are so designed that its own $20 adapter, now available, may be added at any time. Apparently, power-handling capacity of transformer and tubes was stepped up to do the job.

Adaptation of existing sets appears to be something else. Many responsible engineers assert that a true adapter would amount to "half a slave unit, tube and all, minus the disc." Television Equipment Co., New York, has an adapter to retail

for $13.95, but president John Milliken agrees that it would have to be tailored to each model of each set. He complains that "we have inquiries from everyone, but there's no cash-on-the-barrelhead demand. Somebody's got to subsidize it."

* * * *

Industry fought color hearing all over again -- in miniature -- during June 21 trade practice conference held by Federal Trade Commission (see p. 12). RTMA, as well as various dealer groups, wanted color and adapter claims tied down on such points as: (1) Size of color picture should be stated as size of tube, not magnified image. (2) Ads must indicate black-and-white pictures from colorcasts have less detail than standard picture. (3) Size of picture produced by converter must be stated. (4) Ads should indicate whether adaptation requires modification of set, new parts, serviceman, etc.

Such restrictions are totally unfair, CBS counsel Richard Salant argued. For example, he said, current TV ads don't specify whether sets have complete band-pass, giving full resolution of transmitted picture.

FTC moves slowly, won't act on recommendations until fall or later, by which time the color trend (if any) should be better resolved. FCC had own observer on hand, lawyer Arthur Scheiner, but he merely observed.

INTENSITY of FCC's interest in uhf is illustrated by fact Chairman Coy asked RTMA for opportunity to survey industry's receiver-converter development to date. Upshot is June 29 trip to Bridgeport, where commissioners and staff will see products of Hallicrafters, GE, Motorola, Stromberg-Carlson, DuMont, RCA, Zenith, Capehart-Farnsworth, Philco. Scheduled to attend are Comrs. Coy, Walker, Hyde, Webster, Sterling, possibly Jones, and staff members Cottone, Braum, Simpson, Chapin, Boese.

Meanwhile, Westinghouse, Bendix and tuner-maker Sarkes Tarzian showed off uhf units this week. Westinghouse demonstrated to its distributors in Bridgeport's Hotel Barnum. It's continuous-type, claimed to be competitive with any other in performance and price.

Bendix converter, unveiled at Chicago Home Furnishing Show, featured tuner made by Kingston Co., Kokomo, Ind.; it's also continuous. Company officials report excellent performance in field tests, including some in Bridgeport, say they plan to make design improvements.

Tarzian demonstrated his "UT1" at Bloomington, Ind. plant. It's useful with any set, regardless of type of tuner it contains. Tarzian claims that unit, which covers whole uhf band, rates particularly high in sensitivity.

National TV System Committee reorganized this week for color field tests (see story, pages 4-7), shapes up as follows: Dr. W. R. G. Baker (GE), chairman, D. G. Fink *(Electronics)*, D. B. Smith (Philco), E. W. Engstrom (RCA), vice chairmen. Chairmen and vice chairmen, respectively, of various panels: Dr. A. N. Goldsmith (consultant), D. E. Hyndman (Eastman Kodak), subjective aspects of color; D. G. Fink *(Electronics)*, A. G. Jensen (Bell Labs), color system analysis; A. V. Loughren (Hazeltine), W. T. Wintringham (Bell Labs), color video standards; D. E. Harnett (GE), M. R. Briggs (Westinghouse), color synchronization standards; Dr. D. E. Noble (Motorola), Rinaldo DeCola (Admiral), compatibility; Dr. T. T. Goldsmith (DuMont), G. E. Gustafson (Zenith), field testing; Frank Marx (ABC), R. E. Shelby (ABC), networks; D. B. Smith (Philco), I. J. Kaar (GE), coordination of panels; Dr. R. M. Bowie (Sylvania), M. W. Baldwin (Bell Labs), definition of terms. Additional organizations represented on NTSC: Bendix, Color Television Inc. (which reports brand new system), Crosley, Federal, Hallicrafters, Hogan Laboratories, NARTB, Tele-tone.

Network TV-Radio Billings

May 1951 and January-May 1951

(For April figures, see *Television Digest*, Vol. 7:21)

NETWORK TV time billings for first 5 months of this year, $43,589,968, already far exceed 1950's total $40,453,878 (about $45,000,000, if you include non-reporting DuMont)—auguring, with higher rates upcoming, better than $100,000,000 network sales for all of 1951. May's $9,398,488 was ahead of April's $9,089,454 (Vol. 7:21) and 5-month total compares with $11,211,455 for same 1950 months, according to monthly Publishers Information Bureau report. Only ABC-TV failed to show gain in May over April, but all gained considerably over May 1950.

Network radio in May went up to $16,518,337 from $15,921,908 in April (Vol. 7:21), totaling $80,572,128 for 5-month period, down slightly from same 1950 months. NBC and CBS showed AM gains over April, ABC and MBS slipping slightly; all but CBS showed gains over May 1950. The PIB figures:

NETWORK TELEVISION

	May 1951	May 1950	Jan.-May 1951	Jan.-May 1950
NBC	$ 4,946,338	$ 1,583,185	$22,495,292	$ 5,926,465
CBS	3,066,249	1,003,658	14,168,546	3,764,022
ABC	1,385,901	367,989	6,926,130	1,520,968
Total	$ 9,398,488	$ 2,954,832	$43,589,968	$11,211,455

NETWORK RADIO

CBS	$ 6,763,933	$ 6,319,197	$33,060,678	$30.224,024
NBC	5,329,752	5,639,188	25,260,843	27,709,142
ABC	2,913,834	3,260,839	14,582,390	16,571,195
MBS	1,510,818	1,356,580	7,668,217	7,289,006
Total	$16,518,337	$16,575,804	$80,572,128	$81,793,367

New type of survey, "covering an entire TV area and utilizing complete probability sampling," prepared for Dallas' WFAA-TV by Dr. Ira G. Corn of Southern Methodist U, claims "highest degree of accuracy known to marketing research." Survey indicates 113,947 homes in Dallas-Ft. Worth 12-county area, or 20% of all residences, have TVs—and house 381,722 viewers, or 30% of total population. Survey found that average of 3.3 persons live in a TV home, while all residences average 3 persons, thus indicating TV homes have 12% more people than non-TV homes. According to study, there were 115,717 sets in Dallas-Ft. Worth area May 1 (NBC set "census", Vol. 7:21, reported 117,000). Of these, 61.1% were found to be in 7-county Dallas area, 38.9% in 5-county Ft. Worth area.

Network Accounts: Norge Div., Borg-Warner Corp. (home appliances) is second sponsor to buy half-hour alt. weeks on new *Kate Smith Show* starting Sept. 19 on NBC-TV, Wed. 8-9, thru J. Walter Thompson Co.; Congoleum-Nairn was first to sign . . . Lambert Pharmacal Co. (Listerine) starting Sammy Kaye's *So You Want To Lead a Band* July 28 on CBS-TV, Sat. 7-7:30, thru Lambert & Feasley . . . Pearson Pharmacal Co. Inc. (Ennds deodorant pills), starting July 20, sponsors unnamed dramatic show on CBS-TV, Fri., 10:30-11, thru Harry B. Cohen Adv. . . . Bymart Inc. (Tintair), starting early in July will run *Somerset Maugham Theatre* weekly for 8 weeks during first half-hour vacated by *Robert Montgomery Presents* on NBC-TV Mon. 9:30-10:30; show will resume full hour alt. weeks when Montgomery returns in fall . . . Colgate-Palmolive-Peet Co. has renewed *Colgate Comedy Hour* on NBC-TV Sun. 8-9 on regular weekly basis starting Sept. 2 formerly bought only 3 weeks each month . . GE replacing *Fred Waring Show* with *General Electric Guest House* starring Oscar Levant for summer period starting July 1 on CBS-TV, Sun 9-10 . . . Lever Bros. (Lux) replacing *Lux Video Theatre* July 2 with *Pantomine Quiz* on CBS-TV, Mon. 8-8:30; *Lux Video Theatre* returns Aug. 27 . . . Wine Corp. of America (Mogen David wine) has bought Wed. half-hour on NBC-TV, thru Weiss & Geller, no time or show yet announced.

Station Accounts: Carrier Corp.'s Chicago distributor, Temperature Equipment Co., sponsoring 15-minute newscasts on WNBQ, Tue. 10:15 p.m., reports sales up "because TV viewers are thinking more than ever of home comfort"; last year, an estimated 210,000 such units were sold, compared with 89,320 in 1949, and industry looks to 1,000,000 by 1956 unless cut off by materials restrictions . . . Ideal Mfg. Co. (women's dresses), whose factory and sales offices are located in little Hammonton, N. J., midway between Philadelphia and Atlantic City, returns July 17 to WPTZ, Philadelphia, with *Pick Your Ideal*, fashion quiz, which last spring produced such crowds that, on Sunday particularly, State police had to be called upon to handle traffic converging on store . . . Sequences from film *The Frogmen* being used as trailer spots on all New York and nearby TV stations for several days before June 29 premiere; 20th Century-Fox will watch results to gauge value of this type of TV advertising . . . Boyle-Midway Inc. (Autobrite Silicone car polish) on June 25 starts sponsoring *Wrestling with Dennis James* on WABD, New York, Mon. 9-11, thru W. Earl Bothwell Inc., N. Y. . . . Kellogg Co. (Corn Pops) on June 26 starts *Wild Bill Hickok* on WJZ-TV, New York, Tue. & Thu. 6:30-7, thru Leo Burnett Co., Chicago . . . Among other advertisers reported using or preparing to use TV: Karseal Corp. (auto wax), thru Mogge-Privette, Los Angeles (KTSL); Effanbee Dolls, subsidiary of Noma Electric Corp., thru Lawrence Boles Hicks Inc., N. Y.; Phillips Packing Co. (canned soups & vegetables), thru Clements Co., Philadelphia.

TV helps increase magazine audience because TV owners stay at home more, spend more time on magazines. That's deduction of Macfadden Publications' researchers Everett R. Smith and Helen E. Johnson in June *Advertising Agency and Advertising & Selling*. Article uses following figures from recent Macfadden-sponsored survey by Stewart, Dougall & Associates: (1) More time spent at home than prior 6 months or year, said 56.3% of TV owners; this compares to half that number of non-TV owners who said they were spending more time at home. (2) Average number of magazines read in TV homes is 3, compared with 2.7 in non-TV homes. (3) Read magazines as much as they did 6 months or year before, said 66.7% of TV owners—with 11.4% saying they read more.

Personal Notes: Harold C. Lund, ex-Walker & Downing agency, named gen. mgr. of WDTV, Pittsburgh, succeeding Don Stewart, now assigned to DuMont New York headquarters . . . Howard E. Stark, radio and newspaper brokerage, has separated from the Smith Davis offices at 9 E. 62nd St., New York; Mr. Stark's new office is at 50 E. 58th St., telephone Eldorado 5-0405 . . . Robert M. McGredy named sales mgr. of WCAU-TV, Philadelphia, in split of sales staff; John S. DeRussy, ex-sales mgr. for both AM & TV, now heads AM sales . . . Frank E. Mullen has resigned as v.p. of Jerry Fairbanks Inc., recently absorbed by Isaac D. Levy's Official Flms Inc. (Vol. 7:22) . . . Louis A. Smith, ex-Chicago manager of WOR & WOR-TV, named Chicago sales mgr. of Petry TV div.; Theodore H. Walworth Jr., ex-ABC, joins Petry New York TV staff . . . Scott Donahue Jr., ex-WPIX, appointed asst. TV sales mgr., Katz Agency, succeeding Don L. Kearney, now TV program mgr. . . . Pel Schmidt, prominent in Baltimore radio and music circles for decade, joins WAAM as local sales mgr. . . . Noran (Nick) Kersta, ex-NBC-TV mgr., recently with Wm. Weintraub agency, will be sales v.p. of Roosevelt Enterprises Inc., packaging firm formed by Elliott and John Roosevelt and starting with 6 TV shows; also in firm are Dee Tucker and Henry Morgenthau III, who now produce Mrs. Roosevelt's NBC-TV show . . . Philippe de Lacy named asst. program director, Bob Seal production coordinator, Jamee Jamet acting traffic mgr., KTTV, Los Angeles . . . Harrison Dunham, ex-KTTV gen. mgr., named TV director of Commodore Productions, Hollywood package firm . . . Edmund J. Linehan, ex-KSO, Des Moines, appointed chief of Radio-TV Section, U. S. Savings Bond Div., succeeding Nathan P. Colwell, resigned; adv. director Elihu E. Harris also announced appointments of John Koepf, ex-RTMA, and Harry Gatton, ex-WSIC, Statesville, N. C. . . . Robert C. Duffield, mgr. of WOWO, Ft. Wayne, new mgr. of KDKA, Pittsburgh, succeeding Joe Baudino, named to head Westinghouse stations' headquarters office in Washington; Frank Tooke, from KYW, Philadelphia, goes to WOWO . . . Charles H. Crutchfield, v.p. & gen. mgr., WBT & WBTV, Charlotte, goes to Greece in July on special radio mission for State Dept. . . . John F. Royal, NBC v.p., retiring in August under company's age retirement plan . . . Holcombe Parkes, ex-NAM public relations man, joins Benton & Bowles as public relations v.p., succeeding Charles F. Gannon.

CBS is considering various plans for corporate as well as functional reorganization, one being autonomous corporations for AM, TV, owned-&-operated stations, research & licensing (color), record-making (Columbia Records Inc.), TV-radio set manufacture (CBS-Columbia Inc.), tube manufacture (Hytron Radio & Electronics Co.)—prompted by recent merger with Hytron-Air King properties (Vol. 7:20, 24). President Frank Stanton is reported destined to head all operations (like president Frank Folsom at RCA), with present TV-AM sales v.p. Jack Van Volkenburg expected to become "president" of TV network subsidiary, v.p. Adrian Murphy continuing to master mind color, ex-Hytron executives (now CBS v.p.'s) heading manufacturing subsidiaries.

ABC is separating its TV and radio networks, also its owned-and-operated stations, as of July 2—naming Alexander Stronach Jr. v.p. in charge of TV network, Ernest Lee Jahncke Jr. v.p. for radio network, James Connally v.p. for radio stations and radio spot sales, Slocum Chapin v.p. for TV stations and TV spot sales. Cooperative sales dept. is also being separated, with Ludwig Simmel as mgr. for radio, George Smith mgr. for TV.

Tom A. Brooks, Hearst Radio Inc. v.p. in charge of its stations, died suddenly June 19 at age of 46. His widow and 4 children survive.

Television Digest WITH AM-FM REPORTS
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Trade Report
June 23, 1951

DEALERS MOVE TVs, BUT FACTORIES DON'T: "Lift" the TV trade usually feels this time of year, when new models customarily begin cropping out and autumn-winter selling campaigns are generally contemplated, is noticeably lacking right now -- but the optimistic see some good signs:

(1) Dealers are slowly but surely depleting their inventories, though not replenishing stocks. They say, generally, that TV sales aren't too bad for this time of year, having picked up somewhat in last few weeks. "The aggressive dealers are doing all right," to quote words of one of biggest New York distributors.

(2) Hope springs eternal that Regulation W will be relaxed (see Topics & Trends), which nearly everybody in the industry thinks will give business the fillip needed to speed disposition of inventory. Once stocks are cleared, any imbalance between demand and supply is certain to be adjusted by reason of materials limitations and shortages created by accelerated defense requirements (Vol. 7:24).

(3) Factory vacation shutdowns (see story below) are welcomed this summer as never before as providing the needed "breather" for manufacturers whose factory inventories of TVs have been piling up all too fast -- reaching record 669,950 units as of June 15 (see below). Curiously, nearly every manufacturer likes to propound the fiction that "it's the other fellow, not me, who's loaded up."

"We've trimmed our sales because of market conditions," said one big set maker -- and that about tells story for all. "Our industry's trouble," he continued, "was that we borrowed at least 1,500,000 of this year's sales from last year."

Chicago furniture market is currently slower for TV-radio than for furniture generally, and latter is also at very low ebb. What the trade thinks about fall prospects may possibly be made more evident at time of the Music Merchants Show in Chicago, July 16-19. Only positive forecasts we've heard were noteworthy by their contrasting character:

Sales chief of one big manufacturing firm tells everybody that he's quite sanguine about outlook, thinks second-half TV business will be "as good as always." But head of rival concern told us, "Things are rugged now, and I think it's going to be a slugging match all through the fourth quarter."

* * * *

Factory inventory continues to climb, according to RTMA weekly report. It went to new high of 669,950 TV units as of June 15 from 620,299 June 8 and 593,633 June 1. The climb has been steady since March 2 report of 146,548 (Vol. 7:10).

Production of TVs week ending June 15 was 75,933 (2472 private label), very few more than preceding week (Vol. 7:24). Radios totaled 323,016 (173,727 private label), also about same -- with inventories rising to 399,086 from 377,625 one week before. Week's radios were: 148,091 auto sets, 134,038 home, 40,887 portable.

VACATIONS STARTING; AFTERWARD, WHAT? Vacation shutdown time for TV-radio plants is about here -- and the manufacturers welcome it as giving them just that much more time for deflating swollen inventories.

Nobody's sure what will come after the 2, 3 & 4-week shutdowns planned by big and little plants alike. When we queried them about vacation schedules and post-vacation prospects, they were cagey indeed -- few venturing any predictions at all, some pessimistic, few really optimistic. Typical replies:

"Post-vacation production outlook substantially less than fall of 1950, due to (a) steel limitation order, (b) probable reduced demand."

"Post-vacation manufacturing schedule about double present low level of production. I think we have seen the worst of the current slump."

"We anticipate continuing the same schedules on which we were operating prior to the vacation period."

"Outlook is only fair. It is, as might be expected, less than a year ago."

"We will, of course, be controlled by govt. restrictions and availability of materials. With information available now, we contemplate a TV production of approximately two-fifths the volume we had during our 1950 period, radio about 60%."

"Post-vacation production outlook should be very good as this crazy market is bound to dry up before the summer period is over."

Most vacations are first 2 weeks in July, as usual -- but there are some variations. Philco, for example, shuts down most TV and home radio production as of June 29, meshing this into July 16-30 vacation agreed upon with unions this week. "The cutback in civilian materials and the swing to govt. production, coupled with the seasonal industry trends in TV and radio, have made it desirable for Philco to balance stocks in proportion to sales during the summer weeks," company states.

This "slowdown," like RCA's ordered last week (Vol. 7:24), does not apply to govt. radar, microwave and other electronic materials, nor to auto radios, which continue full-scale. Philco's Sandusky TV plant closes July 16-30.

Of remainder of Big Four, RCA regular plant vacation is July 2-16; Motorola and Admiral observe same period.

Longest outright shutdown of commercial production announced is DuMont's -- entire month of July -- but its tube manufacturing plant's vacation is first 2 weeks (same as most other tube makers). Others reporting "odd dates" are: Arvin, June 22-July 9; General Electric, June 28-July 16; Wells-Gardner, June 22-July 17; Sylvania, July 16-27; Bendix, July 23-Aug. 5; Andrea, July 27-Aug. 6.

Remaining companies reporting all say first 2 July weeks, meaning actually the 10 workdays from July 2-13: Air King (now CBS-Columbia), Capehart-Farnsworth, Crosley, Emerson, Fada, Hallicrafters, Hoffman, ITI, Jackson, Kaye-Halbert, Magnavox, Meck, Olympic, Raytheon, Stromberg-Carlson, Westinghouse, Zenith.

TRADE SLUMP DELAYS ELECTROSTATIC TUBE: Indicative of manufacturers' plans regarding new materials-saving circuits, is decision by most set makers to defer use of electrostatically-focused CR tube until first quarter 1952 or later. This tube is heart of until-recently much-talked-about "conservation" receiver.

Average set today uses considerably less strategic materials than did its counterpart a year ago, but major conservation steps involving circuit redesign have been put off in most cases.

Reason: Under today's trade conditions, manufacturers have enough materials, despite shortages and limitations. They aren't feeling pinch -- yet.

Reduced demand and curtailed output is accomplishing what the conservation circuits were designed to do. Second quarter 1951 TV output will run less than 1,000,000 sets as against 1,500,000 same 1950 period; third quarter, with vacations, may be even less. By and large, new designs haven't been necessary so far.

Electrostatically-focused picture tube (Vol. 7:1) requires no focus magnet, saving cobalt, nickel, copper, in substantial quantities. Every tube manufacturer has a model ready. Practically every set maker plans new circuitry to accommodate this tube whenever materials situation conflicts with production plans.

Most set makers apparently don't see that condition emerging until first quarter of 1952 at earliest. These among others have said they don't plan electrostatic TV output before then: Admiral, Arvin, Crosley, Jackson, Radio Craftsmen, Raytheon, Sentinel, Sylvania, Tele-tone, Wells-Gardner, Westinghouse.

We know of only 2 using electrostatic tube in current output. RCA has them in all 17-in. sets, plans to incorporate them in some other sizes in its new line next fall or winter. Majestic says it began production this week of 2 new 20-in. sets using electrostatics made by Sanabria's American Television, Chicago.

Philco, which demonstrated "performance-conservation" set last February (Vol. 7:8), still has no definite plans for production of new chassis that would in-

clude electrostatic tube, says it will be guided by materials and trade conditions. Emerson plans no action on electrostatic set for at least "couple of months."

DuMont says it's still exploring situation, but its tube division hopes to have new 17-in. self-focusing electrostatic tube (Vol. 7:20-21) -- which requires no circuit redesign -- in production in August. If this type tube lives up to DuMont's claims and is generally accepted by industry, it will mean considerable saving in materials without necessity of new picture tube circuits. Rauland announced development last March of tube (Vol. 7:12) which appears somewhat similar to DuMont's, also requires no re-engineering of present receivers.

Topics & Trends of TV Trade: "Shootin' chance" to get Regulation W relaxed—that's sentiment of some industry observers following House Banking Committee's action June 20 favoring reduced down payments on TV and other appliances from 25% to 15%, and approving lengthening of repayment period from 15 to 18 months, as part of bill to extend Defense Production Act.

Senate Banking Committee rejected same proposal by 7-6 vote June 19 and 8-5 June 21—but closeness of vote encouraged hopes that provisions favoring TV can be inserted in bill on Senate floor as amendment. Failing that, industry leaders intend to push hard to get Senate to accept House version when bills go into conference—if credit relaxation provision can be kept in House bill.

Both committees voted for relaxation of auto credit terms, gave President Truman far from what he asked in more stringent controls. Senate will begin debate June 25, House June 27. Present Defense Production Act runs out June 30—so both houses are pressed for time.

Of course, there's likely to be many a slip in the involved process of coming up with a final bill. Proposal in House bill is just what TV-radio industry has been asking for some time—being twice turned down cold by Federal Reserve Board (Vol. 7:19-24). Except for 90-day moratorium on credit controls, it's precisely what Stromberg-Carlson president Tait urged before both Congressional committees two weeks ago (Vol. 7:22-23).

Flood of telegrams to Senators and Congressmen can be expected from retailers all over country, as well as from manufacturers and wholesalers. They are convinced that relaxation of 25% down payment on TVs can have stimulating effect on present depressed business.

* * * *

Auctioneer brought gavel down only 450 times, but 7000 TV sets were sold—and that means it wasn't true auction. New York City commissioner of licenses McCaffrey so reasoned in reprimanding Tobias, Fischer & Co., auctioneers who ran recent Monarch Saphin sale that caused such a ruckus in trade circles (Vol. 7:20-21) and started wave of TV auctions. He also noted that dealer-cost-price references were based on December-January lists, that 23 of 147 models in catalog weren't offered at auction, that Monarch Saphin refused to divulge cost figures. Reprimand did not lead to revocation of auctioneer's license, for "no complaint has been registered by a customer claiming to have suffered by the misrepresentation." Nor does decision penalize Monarch Saphin (except for adverse publicity). Auction flurry, meanwhile, seems about over; last gasp heard was Baltimore auction this week by Desser Distributing Co. of Majestic, Starrett, Freed lines plus scattering of Emerson, Motorola, RCA, Philco units.

Sales of retail TV-radio and appliance dealers in April were estimated at $216,000,000 in Census bureau's April *Trends in the Electrical Goods Trade*, a drop of $43,000,000 or 17% below March. Significant is fact that sales were $27,000,000 or 11% below April 1950, first time since July 1949 that TV-radio-appliance sales went below figure for same month of previous year.

RCA Victor's "Operation Trade" is working wonders in the sale of larger-screen models for liberally traded-in 10-in sets. Moreover, it's stimulating purchases of reconditioned small-screen sets as secondary home receivers.

That's the testimony not only of RCA home instrument dept. sales mgr. A. B. Mills but of William W. Cone, sales v.p. of Krich-New Jersey Inc., which initiated plan that other RCA distributors, let alone some other brand handlers, are emulating with success.

Plan simply guarantees dealers that distributors will buy any 10-in. accepted as trade-in on new RCA; that RCA Service Co. will recondition old set at nominal cost; that dealer can retain it for resale if he wishes (Vol. 7:19). In speech prepared for delivery at NARDA Chicago convention June 25, Mr. Cone tells how initial mail test to 201 small-set owners produced 43 trade-ins, 28 more prospects, and how RCA Service Co. absorbs usual $4.95 dealer installation charge for demonstration model if sale is made.

Note: Best trade sources indicate 2,444,000 tubes of 10-in. size have been produced to date—plus 553,000 of 7-in., 3,392,000 of 12½-in., not to forget 13,000 of 3-in. and 27,000 of 5-in. Thus, taking into account mortalities and tubes still in trade pipelines, it's estimated fully one-third of the nearly 13,000,000 sets-in-use are 12-in. and under.

* * * *

Sharp advance in personal saving has been by-product of current consumer buying slump, says U. S. Commerce Dept's *Survey of Current Business* for June. Survey points out consumer expenditures were 8% lower in May 1951 than in May 1950, while personal incomes were 14% higher. Govt. military procurement, it notes, "is gradually taking an increasing share of national output," but "the generally strong inventory position for the civilian products has prevented the development up to this time of general shortages of consumers' products in this transitional period between tooling up and the attainment of volume output of military end-items."

TV receiver, passenger car and refrigerator production were the 3 consumer industries hardest hit by production cutbacks in April and May, *Survey* reports, presenting these interesting comparisons: Auto production dropped 10% from March to April, an unspecified further amount in May; refrigerator output dropped about 25% from March to April; TV production was cut more than 50% from March to May—"from a weekly average of around 175,000 units in March to 117,000 in April and 80,000 in May."

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Sylvania's "mystery" device for increased viewing comfort is said to be lighted panel around screen, presumably of new "electro-luminescent" material (Vol. 7:23). Sylvania has been playing up feature with "teaser" ads in major slick magazines and newspapers. One competitor, usually crustily skeptical of rivals' claims, says he has seen device, calls it "wonderful." Apparently, panel provides optimum lighting conditions. If it's all that is claimed it would be biggest innovation in tubes, from viewing standpoint, since "black" face.

HOW to define TV receiver picture size—this issue provoked prolonged discussion at Federal Trade Commission's TV industry trade practice conference June 21 in Washington (Vol. 7:22-23). Aside from controversy over color claims (see p. 7), picture-size question was most thoroughly explored item at manufacturer-wholesaler-retailer-govt. meeting.

RTMA recommended advertisements be required to indicate size of tube *and* of image. NARDA thought size of image was enough. Most of discussion centered on how to measure tube and picture—whether by diameter (or diagonal) or square inches. No decision was reached, won't be until FTC comes out with proposed rules after second conference in mid-September. Public hearing will follow issuance of rules, then final trade practice code will be set up—first for industry since original radio rules were formulated in 1939. Other rules proposed at June 21 conference:

(1) Sets with built-in antennas shouldn't be advertised as requiring no external aerial in all cases. This proposal by RTMA drew strong support from among the 60-odd representatives of NARDA, National Association of Electrical Distributors, National TV Dealers Assn., and Assn. of Cathode Ray Tube Manufacturers—as well as many local retailers.

(2) Action should be taken to stop distributors' tie-in sales—whereby dealer must take whole line of TV-radios, and even appliances, in order to get products or models he wants. Trade rules should discourage "spiffs"—gratuities paid by manufacturer to dealer sales personnel to push one brand ahead of competitor.

(3) Dealers should have guarantee that sets delivered to them will be in good shape. National TV Dealers Assn. claimed one-third of the 12,000,000 sets in use last February-March weren't in good working condition when delivered to dealers.

(4) Limitation on number of model changes per year, or establishment of regular policy so dealer knows ahead of time when new models will come out.

(5) Rules should brand as unfair (a) exaggerated claims of receiver performance; (b) concealment of fact reconditioned tubes or parts aren't new; (c) description of set as "RCA licensed," implying it was made by RCA.

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Merchandising Notes: "Color talk and publicity hasn't hurt much—but it hasn't helped, either." This epitomizes attitude of manufacturers-distributors-retailers alike; they don't discount its impact, but they seem to think low-priced TVs will continue to sell nicely against high-priced (and small-screen) color sets, once credit restrictions are relaxed . . . Phil Keller, mgr. of George's, Washington chain, surveyed customers to whom he sold 7-in. sets, found they all want larger pictures but don't have enough money for down payment; he believes decrease to 15% would be "just about right" to make difference between sale and no-sale, for on a $300 set 25% is $75 while 15% is only $45 . . . Desperation selling this week included 20-in. tables offered in Chicago and Washington at $169.50 & $199.50, respectively . . . Chicago dealer offered $46.50 Mixmaster free with purchase of any TV set; sale ads also featured Admiral 14-in. combination console (list $369) for $199.95 . . . Meek is out with new 14-in. table at $139.95 . . . Zenith's new Washington area distributor is definitely Simon Distributing Co., as of July 1 (Vol. 7:24)—Simon having given up Motorola franchise . . . Houston Post's KPRC-TV pushed local TV sales with 3-day TV Jamboree in civic auditorium that drew 30,000 persons.

Philco's Plant 9 in Philadelphia (refrigerators) from June 29 is being converted to govt.-industrial production of high priority marine, aircraft, ordnance equipment; its former schedules go to plant at Connersville, Ind.

Financial & Trade Notes: Short interest in TV-radio and related stocks on New York Stock Exchange showed these changes between May 15 and June 15, NYSE reported this week: Admiral, 50,030 shares on May 15 to 42,445 on June 15; Aveo, 21,464 to 19,680; CBS "A", 5337 to 12,283; CBS "B", 3312 to 7489; Emerson, 9965 to 7368; GE, 9056 to 11,215; Magnavox, 24,925 to 20,757; Motorola, 20,209 to 16,497; Philco, 16,779 to 18,444; RCA, 27,081 to 25,223; Zenith, 36,571 to 34,306.

Magnavox is currently operating at about break-even level, due to reduced TV demand, so that quarter ending June 30, which ends fiscal year, won't show much change from $3.40 a share reported for 9 months ended March 31 (Vol. 7:16), reports *Wall Street Journal*. Sales for current fiscal year will probably amount to about $45,000,000, compared to $31,700,000 in fiscal 1950 when earnings were $2.81 per share. Defense products currently run $500,000 to $600,000 a month, but aren't contributing much to profits. By October, these should reach $2,000,000 a month, with total backlog of war orders now $20,000,000 and more being negotiated.

Aerovox reports first quarter sales of $6,384,000 (vs. $5,003,000 same 1950 period), net earnings after taxes of $309,578 or 44¢ on 700,000 common shares (comparative 1950 figures not available). In letter to stockholders, president W. Myron Owen predicted "new highs" in sales fourth quarter of this year because of rapidly increasing backlog of govt. orders and expected pickup in TV sales, but warned that second and third quarters will not be as good as first. Owen revealed Aerovox has increased its loan with Prudential from $3,000,000 to $4,000,000 to finance larger inventories required in govt. work.

Sale of 1900 shares of ABC common by v.p. Earl E. Anderson was reported this week to N. Y. Stock Exchange. He now holds 6600 shares.

Sightmaster Corp. offering 600,000 shares of 5¢ par common stock at 25¢ per share through Tyson & Co. and E. L. Aaron & Co.

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Trade Personals: Earl Smith, from Connecticut Cabinet Co., Mystic, Conn., named acting chief of OPS electronics & musical instruments section, Housewares & Accessories Branch, handling TV-radio; branch is headed by Lee McCanne, of Stromberg-Carlson . . . Leo G. Sands promoted from sales to Bendix Radio adv. & public relations director, with F. Donald Fenhagen and William W. Price as assistants . . . John B. Langley, ex-Ford accessories sales mgr., named gen. mgr., Motorola-Detroit Co., succeeding v.p. E. A. Holsten who joins Chicago headquarters July 1 as special merchandising mgr. . . . Roger B. Yepsen named marketing research mgr. for GE tube div., headquartered in Schenectady . . . Ted Lucas leaves Philco public relations dept. to join Jerrold . . . Walter J. Currie, ex-Crosley international representative, named deputy assistant NPA administrator for Office of Civilian Requirements under former MBS chairman Lewis Allen Weiss . . . Louis Kahn, Aerovox research director, appointed to armed forces Research & Development Board as consultant on components and chairman of capacitor sub-panel . . . Crosley appoints 3 divisional sales managers in new 21-zone realignment of factory field organization: M. R. Rodger, asst. gen. sales mgr., named mgr. for central div.; E. W. Gaughan, special activities, eastern div.; T. H. Mason, sales promotion mgr., western div.

RCA Victor and U of Pennsylvania are jointly conducting 10-week electronic engineering course, June 25-Sept. 7, for 15 Army combat officers; they will work in Camden plant through summer, return to university in fall for masters degrees in electrical engineering.

Mobilization Notes: NPA controls on third-quarter use of copper and aluminum in consumer durable goods turned out to be much more flexible than expected. As anticipated, Order M-47A, issued June 22, fixes permitted use of copper at 60%, aluminum at 50% of amount used by manufacturer during average quarter of first-half 1950 base period. But it permits him to switch his quotas of the 2 metals among long list of products.

Steel, as previously announced (Vol. 7:22), is restricted to 70% of amount manufacturer used for each group of closely-related products during base period quarter.

Here's example of how M-47A will work: Manufacturer can use in TV sets, during third quarter, 70% of amount of steel (including steel in parts) he used during average base period quarter to make TVs, TV-radio combinations, TV-phonos and TV-radio-phonos. But he can't, for example, borrow steel from his radio quota to make TVs. However, he can switch his copper or aluminum quotas as among the products he makes, including TVs, radios, phonographs, ranges, refrigerators, washing machines, and even motor scooters, toy whistles and civilian airplanes. In short, he can shift practically his entire line of consumer durables.

Many new items have been added to list for third quarter. Included are auto radio antennas, use of copper in which was banned in second quarter by order M-12. New order cancels copper Order M-12, supersedes much of aluminum Order M-7, discarding all lists of items in which use of the 2 metals had been banned outright.

Queer topical quirk in new order is provision which appears practically to ban production of color and uhf adapters and converters. These fit definition of "accessories" in M-47A, and constitute "separate item" on list—meaning that manufacturer in third quarter may use only 70% as much steel to make them as he used for them during base period quarter. But how many color and uhf converters were made during first-half 1950 base period? This isn't as significant as it appears, of course, since NPA has always made adjustments in unusual cases. In fact, an NPA official predicted that adapters and converters will probably be considered TV sets so far as steel quota is concerned, if anyone requests such dispensation. But no ruling is known to have been made yet on this subject.

* * * *

At least 75% of CMP applications received by NPA's Electronics Div. have been improperly filled out. And a like number of letters of transmittal submitted with applications are "absolutely useless."

Such was disappointed reaction at NPA as Electronics Div., at week's end, had scrutinized some 700 applications from manufacturers of electronic Class B products (standard, civilian-type). Division is still waiting for final word on slicing of materials pie before making bulk of allocations of steel, copper and aluminum to individual manufacturers.

Electronics Div. officials emphasize that each application is processed as an individual case; in many cases staff members must supplement applications with phone calls to manufacturers—because of obvious errors or insufficient information on application forms, and because official Class B list is highly inadequate. Many products don't appear on list; some listings are obscure. Revised list will be issued soon.

Biggest complaint is that not enough information accompanies applications. NPA people say letters of transmittal—one for each application—should explain application in detail. It's especially important to explain any sharp variations in use of materials or in requirements shown on application.

CMP applications for fourth quarter allotments will be due next month from manufacturers of consumer durables as well as those who filed for third quarter. NPA officials emphasize that plenty of headaches can be avoided by reading instruction sheet which accompanies form CMP-4B.

* * * *

Practically all metals used in electronic equipment are in scarcest category on NPA's new *List of Basic Materials and Alternates*, issued this week. Among metals listed under "Group I-A—In very short supply" are copper, aluminum, selenium, tin, lead, zinc, cobalt, tungsten, nickel, molybdenum. Pamphlet notes that "certain alloy metals, such as nickel, cobalt and tungsten, are in very short supply. All non-ferrous metals are tightening rapidly." On subject of plastics, it says: "The range of adaptability among plastics as substitutes for metals already has resulted in such a tightening of their supply that cellulose acetate is the only important plastic still generally available." List is available at NPA in Washington and all Commerce Dept. field offices.

Westinghouse received DPA certificate of necessity for construction of $12,010,000 electronic tube plant at Pittsburgh, 75% of cost of plant subject to 5-year tax write-off. Three other certificates for expansion of electronic production facilities were issued June 8-15: Polytechnic Research & Development Co., for facilities to produce electronic testing apparatus at Brooklyn, N. Y., cost $108,842, at 85% amortization; Haydu Bros., Mt. Bethel, N. J., tubes, $76,694 at 80%; Sylvania, Salem, Mass., tubes, $35,791 at 85%.

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International Standard Electric Corp. (IT&T) announces TV transmitter contracts from Radio Belgrano y Primera Cadena Argentina de Broadcasting, Buenos Aires, and Radio Televisao Paulista, S. A., Sao Paulo, Brazil. They will be Argentine capital's first, Brazilian metropolis' second station.

THEATRE TV's big hit, Louis-Savold fight June 15 (Vol. 7:23-24), netted International Boxing Club more $10,000 on basis of 40¢-a-seat payment by 9 theatres with total seating capacity of 25,000. Following spectacular success of first theatre-TV "network" experiment, prophets of TV's doom this week were predicting end of top-flight live sports events on free home TV; and some set owners were showing signs of getting restive about the whole thing, as evidenced by letters to newspapers.

Also greatly in evidence this week was idea that somehow "TV industry" is cooking up vast conspiracy to funnel entertainment from free home sets to theatre screens. Even the usually careful and accurate *Life Magazine* fell into the trap. In angry editorial June 18, *Life* suggested: "FCC may wish to have another look at the industry" for surrendering "an important public service function" by making viewers pay to see programs. "The industry" is warned: "When TV begins to charge us for what we see, let its high chieftains be well advised that they will have to give us something better than the Louis-Savold fight, dreary night club comedians or the idiotic quiz shows that now make up so many telecasts."

Group of 10 New York businessmen—9 of them attorneys—set up "Fair TV Practices Committeee" June 20, said they'll petition FCC to suspend license of any broadcaster caught participating in subscription or theatre TV.

Home TV got last word in Louis-Savold episode. CBS-TV showed films of June 15 bout in place of regular Wednesday night fights June 20 (sponsored by Pabst), with this unusual twist: Joe Louis himself, in studio, discussed the fight between rounds, and participated in running commentary on the fight itself. It wasn't 15 feet high, but it was a good show.

Count of TV Sets-in-Use by Cities

As of June 1, 1951

Estimates are sets within .1 Mv/m contours (60 mi.), excluding overlaps, as established by NBC Research.

ONLY 269,400 units were added to TV sets-in-use during May, smallest number in years, reflecting current sales slump. Total thus was 12,769,300 sets-in-use as of June 1. Receding rate of additions to TV audience was also indicated in April, for which NBC Research reported figure of 328,400 (Vol. 7:21) and in March, 423,100 (Vol. 7:17). These are the June 1 estimates (consult individual stations for estimates of number of families within their respective ranges):

Area	No. Stations	No. Sets
Interconnected Cities		
Ames (Des Moines)	1	59,400
Atlanta	2	115,000
Baltimore	3	301,000
Binghamton	1	40,100
Birmingham	2	54,900
Bloomington, Ind.	1	16,500
Boston	2	741,000
Buffalo	1	205,000
Charlotte	1	79,900
Chicago	4	930,000
Cincinnati	3	258,000
Cleveland	3	477,000
Columbus	3	149,000
Davenport-Rock Island	2	57,600
Dayton	2	130,000
Detroit	3	491,000
Erie	1	48,000
Grand Rapids	1	79,000
Greensboro	1	69,600
Huntington	1	44,000
Indianapolis	1	138,000
Jacksonville	1	32,200
Johnstown	1	93,100
Kalamazoo	1	38,000
Kansas City	1	122,000
Lancaster	1	101,000
Lansing	1	53,000
Louisville	2	92,000
Memphis	1	86,500
Milwaukee	1	243,000
Minneapolis-St. Paul	2	265,000
Nashville	1	31,700
New Haven	1	158,000
New York	7	2,390,000
Norfolk	1	69,100
Omaha	2	78,800
Philadelphia	3	858,000
Pittsburgh	1	265,000
Providence	1	152,000
Richmond	1	82,000
Rochester	1	83,100
Schenectady	1	158,000
St. Louis	1	293,000
Syracuse	2	122,000
Toledo	1	93,000
Utica	1	43,500
Washington	4	265,000
Wilmington	1	69,000
Total Interconnected	81	10,821,000
Non-Interconnected Cities		
Albuquerque	1	8,800
Dallas	2	121,000
Fort Worth	1	
Houston	1	80,100
Los Angeles	7	933,000
Miami	1	70,000
New Orleans	1	57,500
Oklahoma City	1	90,200
Phoenix	1	38,200
Salt Lake City	2	46,600
San Antonio	2	46,100
San Diego	1	100,000
San Francisco	3	197,000
Seattle	1	85,000
Tulsa	1	74,200
Total Non-Interconnected	26	1,948,300
Total Interconnected and Non-Interconnected	107	12,769,300

Objection to proposed sale of Channel 8 facilities of WSB-TV, Atlanta, while Cox newspaper interests *(Atlanta Journal* and *Constitution)* retain CP-holder WCON-TV's Channel 2, was filed with FCC this week on behalf of Georgia Tech's WGST, applicant for Channel 11. To prosecute case Gov. Talmadge appointed ex-FCC chairman Paul Porter (Arnold, Fortas & Porter) as deputy asst. attorney general. Proposed purchaser is Broadcasting Inc., local business group (Vol. 7:18, 22). WGST counsel claim sale precludes other stations in Atlanta, asks dismissal or placing in pending file until freeze is lifted. FCC this week also received application (total now 412) for Channel 6 from Ridder Newspapers' WDSM, Duluth-Superior, and for Channel 12 from KFVS, Cape Girardeau, Mo. [For details about foregoing applications, see *TV Addenda 12-X* herewith; for all applications pending, see *TV Directory No. 12* and *Addenda 12-A to 12-X*.]

More than 6 years after it was cited in now-famous FCC Blue Book case for alleged overcommercialization, Hearst Radio's WBAL, Baltimore (50 kw on 1090 kc) got its license renewed. Commission this week issued final decision, reiterating 3-2 findings last December that WBAL (and WBAL-TV) deserved to have license renewed, notwithstanding representations of newspaper columnists Drew Pearson and Robert S. Allen that they could "do it better" (Vol. 6:49). Comrs. Coy and Webster dissented.

Telecasting Notes: More TV station sales may result from current "shopping" by substantial interests wanting in; prices, though, have soared to fantastic heights, stimulated by CBS deals for KTSL and WBKB, Bitner purchase of WLAV-TV, O'Neil purchase of KFI-TV—all well into 7 figures (Vol. 7:23). Asking price for one big-city station is reported $10,000,000, which owner jocularly says is his way of keeping would-be buyers away . . . **KOTV**, Tulsa, appoints Petry as national rep, quitting Adam Young; it's first city in which Petry has separate TV & AM representation, latter being KVOO . . . Washington Star's WMAL-TV leaves ABC Spot Sales as of July 1 to be represented by Katz . . . New York Times June 24 begins series of articles by Jack Gould on social and economic impact of TV, based on reports from its correspondents throughout country . . . Non-telecast Pittsburgh Pirates reported to have given permission to WDTV to carry selected games rest of this season, sponsor and details to be released shortly . . . **ABC** to convert storage warehouse at 39-41 W. 66th St., New York, into TV-radio building, with studios, offices, library, to supplement its plant at 7 W. 66th St.; cost estimated at $610,000 . . . **U of Illinois**, recipient of $245,350 grant from Kellogg Foundation for "educational broadcasting," announces gift of TV transmitter by GE, plans to telecast (on educational Channel No. 12 reserved for Urbana) when and if it gets post-freeze grant from FCC . . . **Monogram's releases to TV** (Vol. 7:24) will be 26 old features, 26 westerns, to be leased to Elliott Hyman, reports *Variety;* film producer later may have own TV distributing setup . . . **TV Authority's George Heller** is described as "master of the four-letter word, with a tongue that lashes like a mule-skinner's whip" in June 20 "New York Closeup" column in *Herald Tribune* . . . **Screen Directors Guild** survey shows 55 out of 253 regularly employed Hollywood film directors are currently working on TV film production . . . **Bing Crosby** going on TV next year via film, reports *Billboard.*

NPA is now processing applications for construction or alteration of TV-radio stations under order M-4 (Vol. 7:19-20, 22). Most or all of those now under consideration are from broadcasters who were caught in the squeeze—had their materials and were ready to begin construction before construction controls were amended to include broadcast stations. None of the applications has received final action yet, and NPA apparently isn't ready to consider applications for new stations where grantees haven't bought their building materials. NPA June 21 brought construction under Controlled Materials Plan (CMP Reg. 6), but left builders the choice whether to apply for govt.-allocated building materials or buy them on the free market.

Confirmation of Comr. Frieda Hennock as New York Federal district judge (Vol. 7:4) is delayed, pending objections raised by New York Bar Assn. and request by American Bar Assn. that hearing be postponed. Senate Judiciary Committee reports no additional opposition has been heard, that it hasn't set date for hearing, that it hasn't even received formal notice from New York Bar Assn. Committee has unique procedure; during hearing, anyone can walk in and oppose nominees—without filing prior notice of intention to appear. Prospects of confirmation still remain good, though there's some political opposition, too, from within Democratic organization.

Eight more illegal TV stations (Vol. 7:6, 7, 23), all in West Virginia, have been reported to FCC. Such stations, symptomatic of tremendous pent-up demand for TV, were picking up and rebroadcasting WSAZ-TV, Huntington. Strangely and stupidly enough, some were using WSAZ-TV's own frequency, Channel 5, creating intolerable interference. Logan and Marmet are 2 of towns involved.

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Supplement No. 72-C
June 23, 1951

Addenda to

DIGESTS OF OPPOSITIONS TO COMMENTS ON TV ALLOCATION PLAN

Hearing Scheduled before FCC Starting July 9, 1951: Docket 8736

Note: Digests of oppositions listed below are in addition to those published in Supplement No. 72-B, June 16, 1951.

KPIX Inc., San Francisco, Cal. (KSFO and TV station KPIX) -- Opposes proposals of: (1) KARM, the George Harm Station, and McClatchy Broadcasting Co., Fresno, Cal., to assign Channel 5 to Fresno. (2) Television California, San Francisco, and Columbia Broadcasting System, New York, to assign 6 to Stockton. (Fly, Shuebruk & Blume)

News-Journal Corp., Daytona Beach, Fla. (WNDB) -- Opposes proposals of: (1) City of Jacksonville; Isle of Dreams Broadcasting Corp. and WKAT Inc., Miami; Central Florida Broadcasting Co., Orlando, to substitute Channel 11 for 2 in Daytona Beach. (2) Allen B. DuMont Laboratories, New York, to substitute 13 for 2 in Daytona Beach.

Hampden-Hampshire Corp., Holyoke, Mass. (WHYN) -- Opposes proposals of: (1) Travelers Broadcasting Service Corp., Hartford, Conn., to assign Channel 3 to Hartford from New London, Conn. or 10 to Hartford from Providence, R.I. (2) Hartford Times Inc., Hartford, to assign 3 to Hartford from New London. (3) Greylock Broadcasting Co., Pittsfield, Mass., to assign 12 to Worcester, Mass. from New London. (4) WTAG Inc., Worcester, to assign 12 to Worcester from Providence. (5) Columbia Broadcasting System, New York, to assign 10 to Albany, 8 to Portland Me., from Lewiston, Me., 3 to Calais, Me., 11 to Providence. (6) Brockway Co., Watertown, N. Y., to assign 8 to Montreal-Verdun, Quebec. (7) Allen B. DuMont Laboratories Inc., N.Y. to assign only uhf channels to Springfield-Holyoke. (8) Outlet Co. and Cherry & Webb Broadcasting Co., Providence; Thames Broadcasting Corp., New London, Conn., all of which approved FCC proposed allocation plan. (Bingham, Collins, Porter & Kistler)

Adrian Broadcasting Co., Adrian, Mich. (WABJ) -- Opposes proposal of Wayne U and Detroit Board of Education to delete Channel 11 from Toledo. (Arnold, Fortas & Porter)

Trebit Corp., Flint, Mich. (WFDF) -- Opposes proposal of Michigan State College, E. Lansing, to assign Channel 10 to E. Lansing. (Dempsey & Koplovitz)

Mid-Continent Radio-Television Inc., Minneapolis, Minn. (WTCN & WTCN-TV) -- Opposes proposal of Northwest Broadcasting Co., Ft. Dodge, Ia., to assign Channel 4 to Ft. Dodge, substitute 2 for 4 in Sioux City, Ia. (Fly, Shuebruk & Blume)

Forest Capital Broadcasting Co., Lufkin, Tex. (KTRE) -- Opposes proposal of East Texas Television Co. Longview, Tex., to assign Channel 9 to Longview, substituting 10 for 9 at Lufkin. (Cohn & Marks)

Tri-City Broadcasting Co., Wheeling, W. Va. (WTRF) -- Opposes proposals of: (1) Allegheny Broadcasting Corp., WCAE Inc., Westinghouse Radio Stations Inc. and Pittsburgh Radio Supply House, Pittsburgh, to move Channel 9 from Wheeling to Pittsburgh. (2) Allen B. DuMont Laboratories, New York, to substitute 18, 39, 43 & 63 for 7, 9 & 57 in Wheeling. (3) Washington Broadcasting Co., Washington, Pa., to interchange 9 & 63 between Washington and Wheeling. (4) WSTV Inc., Steubenville, O., to assign 7 or 9 to Steubenville. (Barnes and Neilson)

Monona Broadcasting Co., Madison, Wis. (WKOW) -- Opposes proposal of Radio Wisconsin Inc., Madison, to move all commercial TV to uhf. (Fly, Shuebruk & Blume)

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AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING ARTS AND INDUSTRY

Television Digest

WITH AM/FM REPORTS

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June 30, 1951

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STATUS OF TV-AM-FM AS OF JUNE 30: At mid-year, TV stations in operation remain at exactly 107 -- only one more than year ago when Nashville's WSM-TV was still building for September debut. But new-station applications have climbed to 415 from 373 last Jan. 1 and 351 the year before. It's clear that seekers after new stations will increase by leaps and bounds, once end of now 34-month-old freeze is in sight.

AM stations continue to multiply, but at decelerating rate. June 30 finds 2399 AM stations authorized (2251 licensed and on air, 148 CPs), up from 2351 (2199 licensed, 152 CPs) at end of 1950 (Vol. 7:1). End of 1949, there were 2246 AMs authorized; end of 1948, 2131; end of 1947, 1961; end of 1946, 1579; end of 1945, 1056.

Applications for new AMs pending totaled 256 as of June 30, only slightly down from 259 last Jan. 1. During last 6 months, 9 AM licenses, 11 CPs were dropped.

FM had 670 commercial grantees on June 30 (642 on air) vs. 706 grantees (672 on air) last Jan. 1 and 791 on Jan. 1, 1949. In addition, 81 non-commercial FM licenses are outstanding. Dropped during last 6 months were 24 FM licenses, 24 CPs, and only 11 new FM station applications are pending.

[For lists of TV stations & applicants, see TV Factbook No. 12 with weekly TV Addenda to date. For details on AM-FM licenses, grants, applications, etc., see our AM-FM Directory of Jan. 1, 1951 with weekly AM-FM Addenda to date.]

Note: FCC reports that July 1 marks 10th anniversary of commercial TV. On April 30, 1941 FCC authorized commercial telecasting to begin July 1. Of many experimental licensees, only NBC's WNBT & CBS's WCBS-TV chose to go commercial, but by May 1942 Commission's log showed 10 commercial outlets -- 6 of which continued to provide service during World War II.

URGENT QUEST FOR QUICK FREEZE END: Though FCC again delayed start of city-by-city allocations hearing -- pushing date forward from July 9 to 23 -- it did so this week with earnest hopes and intentions of speeding up end of freeze. But the calendar of new station possibilities still stands:

None this year, first prospects no sooner than late 1952 -- considering not only the legal but war-affected equipment and construction factors.

Commission postponed hearing ostensibly to mull June 28 oral argument concerning its allocations authority (Vol. 7:18-20, 24-25). Equally important, probably more so, is that FCC is giving industry more time to come up with request that it call off hearing -- partially or totally -- and decide allocation on basis of additional written comments.

Prospects of such a request are currently very strong. Actually, Westinghouse had already filed petition (Vol. 7:25). But Commission itself would be reluctant to call off hearing, for fear of being labeled "arbitrary", without stronger industry support. Petition from group such as NARTB-TV might precipitate action. Latter is now polling its board. First responses favor move.

Many lawyers also favor dispensing with hearing, feeling it would bring

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freeze end 6-12 months sooner, even though some feel FCC has no legal right to fix an allocation plan in the rules -- which is purpose of hearing.

DuMont is only outfit so far to speak up in opposition to contemplated procedure, wiring Commission that it wants complete oral hearing.

Many ideas for quickening freeze-end tempo are being bandied about, e.g.:

(1) Make it optional, granting hearing to anyone requesting it.

(2) Require parties to "show cause" why they should be given oral hearing.

(3) Accept written direct testimony, conduct oral cross-examination.

(4) Grant hearing only for those proposals involving conflicts greater in number than specified minimum.

If hearing is dropped, FCC may give everyone 20-25 days to file additional material supporting original proposals filed May 7 (Supplements No. 72 & 72-A), then same amount of time to amplify oppositions submitted June 11 (Supplements No. 72-B & 72-C). People in Commission think the final allocation could be made in couple more months, and processing of applications could begin by year's end.

* * * *

June 28 oral argument, on FCC's legal authority to fix allocation plan in rules and reserve educational channels, was unusual in that rarely have so many come away from an FCC hearing so fully convinced they could predict decision -- namely, that the Commission won't change its mind.

Every possible nuance of Communications Act was brought into play -- its conception, birth, adolescence and manhood -- but arguments boiled down to this:

Opposition contends that law guarantees person right to file an application for a channel and requires Commission to give him full hearing before granting or denying him a license.

Commission and its supporters insist law gives FCC authority to determine whether a channel exists, and to ignore applications which specify channels not included in allocation plan. They insist that FCC procedures give applicants adequate opportunity to seek change in plan.

Only Comr. Jones sided against FCC majority, when he implied he considers forthcoming city-by-city hearing a "kangaroo" hearing, compared with regular "due process" hearing on applications.

Some think FCC may not even render decision on subject. Others think Sen. Johnson's interest (Vol. 7:22-23) impels one. Though there's possibility an adverse decision may be appealed to courts and could hold up whole allocation plan, much doubt exists whether such appeal can be made before allocation plan is made final.

Lined up with FCC majority were: Telford Taylor and Seymour Krieger (JCET), Richard Salant (CBS), Henry Fisher (New York Board of Regents), Abe Stein (WTTV, Bloomington), Maurice Barnes (Mich. State College), George Sutton (several clients), James McKenna (ABC), Vernon Wilkinson (several clients).

Against FCC were: William Porter (Bar Assn.), Theodore Pierson (several clients), Paul Spearman (clients), Robert Booth (WKMH, Dearborn), Thomas Wilson (clients). Supporting FCC on authority to fix allocation plan, but opposing its right to reserve channels, were Thad Brown (NARTB-TV) and E.D. Johnston (DuMont).

HEARST BUYS INTO SEATTLE OUTLETS: Latest TV station deal, whereby Hearst Radio Inc. purchases 25% interest in Seattle's KING-TV and its AM-FM companions for $375,000, points up another noteworthy trend in telecast operations -- newspaper ownership.

Exactly 45 of today's 107 TV stations are now owned in whole or part by newspaper interests, following trend in radio -- a trend less long delayed in TV than radio, manifest also in large number of newspaper applications for new TV stations.

[Complete lists of newspaper, network, manufacturer, multiple ownerships of TV stations, plus list of applications showing newspaper-radio interests of the principals, will be included in our TV Factbook No. 13, due off presses July 15.]

Mrs. Dorothy Stimson Bullitt, wealthy widow of noted Northwest lumberman, paid exactly $375,000 for KRSC-TV and KRSC-FM just 2 years ago (Vol. 5:20), joined

them with her 50-kw AM station KING. Founder Palmer K. Leberman, publisher of Family Circle Magazine, said he had invested about that much, didn't want to continue taking losses then running $1000 monthly, preferred to retain his local AM only.

TV property is "in very good condition" now, according to Mrs. Bullitt, who recently hired the able ABC-TV stations v.p. Otto P. Brandt as general manager. Sale deal was concluded June 28 between Mrs. Bullitt and New York Mirror publisher Charles G. McCabe, president of Hearst Radio, which also operates WBAL & WBAL-TV, Baltimore; WCAE, Pittsburgh; WISN, Milwaukee. It had been negotiated by Hearst Radio v.p. Tom Brooks, who died suddenly last week (Vol. 7:25). The KING stations will have working tieups with Hearst's powerful Seattle Post-Intelligencer, but there will be no changes in management, personnel or policy, according to Mrs. Bullitt.

Note: Sale deal follows close upon purchase of WLAV-TV, Grand Rapids, by the Harry M. Bitner interests for $1,300,000 (Vol. 7:19). Mr. Bitner was onetime Hearst general manager and former publisher of Hearst's Pittsburgh Sun-Telegraph.

COLOR TV—SHORT & LONG-RANGE OUTLOOK: Where does CBS color go from here, now that it's commercial? This much is more obvious than ever:

If it gets anywhere at all, it will get there very slowly.

Impact on black-and-white sales remains first and most important thing to watch. Second factor is sale of color devices when they arrive this fall. Third, of course, is progress of compatible system.

If today's battered market becomes critically depressed, and condition can be clearly attributable to color, and stays that way for considerable time --

If color sets sell like hotcakes when nothing else does --

If compatible systems appear definitely to be years off --

Then, color may be eyed desperately by the manufacturers. But those "ifs" are extremely unlikely for these reasons:

* * * *

(1) Color has been very small factor in keeping people out of stores. The magic word "commercial," tacked onto color, means almost nothing to the customer. He has to see color -- lots of it, good programs -- before he's persuaded he's missing anything. One hour daily, at very poor times, won't impel him to buy an expensive color set. At least, that's general feeling within trade.

CBS promises 20 hours of color weekly by fall, but certainly few stations besides WCBS-TV, New York, will carry that much of it during decent viewing time. Matter of fact, only one of CBS's 4 affiliates now carrying color uses the full hour of color transmitted daily -- other 3 using half hour or less. What will change affiliates' mind by fall, when number of color sets will still be insignificant?

As aptly put by Linus Travers, manager of CBS's Boston affiliate, WNAC-TV: "We intend to cooperate, but we have a responsibility to 750,000 set owners."

And, taking FCC Chairman Coy's view of color development -- that it will be very much like history of black-and-white (Vol. 7:22) -- here are TV set production figures for its "normal" inceptive years 1946-50: first year 6475, second 178,571, third 975,000. Boom didn't begin until 1949 when production (and demand) went to 3,000,000, output leaping to 7,463,800 in 1950.

* * * *

(2) Manufacturers wouldn't be so opposed to CBS system, even though most of them consider it technically inferior and abhor its incompatibility, if they thought a profit could be made in color sets. But the brand-name companies don't.

They've carefully analyzed costs, fail to see how CBS can make any money on the sets to be offered at $400 & $500, even if 25,000 are produced this year -- the production goal indicated by CBS-Columbia Inc. (formerly Air King) president David Cogan. What's even more important, they see no "depth" to the market, nothing that promises the fruits of mass production -- inexpensive sets.

Even the CBS adherents -- Meck, Muntz, Tele-tone, CBS itself -- are extremely careful to preserve black-and-white market. All have made statements insisting on

continued value of black-and-white. Now a set and tube maker itself, CBS faces the same hard facts of manufacturing life that everyone else does.

Nevertheless, there's some danger color will develop into a depressant to black-and-white sales. If it becomes one during next few months, it will be solely because of publicity. Then, after a few sets are finally on dealer floors, there's possibility people may remain reluctant to buy anything, decide to wait for cheaper, bigger, color sets. "Eager beaver" buyers already have their TV sets. Current prospects have either less money, less desire, or both. And substantial new markets are at least 1-2 years off because of freeze.

* * * *

CBS's June 25 commercial "premiere" was big hit -- no question about it -- particularly to those seeing color for first time. Our own reactions to program, as a show, coincide almost exactly with those of Variety's George Rosen, who found it deficient in showmanship, despite big names, and spotty in color values.

Color fidelity wasn't as consistent or as good as it has been in past. Virtues and defects of system stood out clearly. Flicker was worse than we've ever seen it, and breakup continues to annoy some, but not everyone. Brightness is fair, should be greater. In Washington, technicians finally doused room lights, and observers liked picture much more. Low resolution, particularly after coaxial losses, makes closeups mandatory. At its best -- model displaying lipstick and nail polish -- pictures were superb. This was generally true of advertising subjects.

Press and public reaction ran wide range, generally highly commendatory. New York News' Sid Shalit: "There were times when the hues were lush and dripped with pure beauty." Philadelphia Bulletin's Harry Harris: "Color was varied and realistic, and compared favorably with the color of Hollywood films." New York Times: "CBS presented one for the record yesterday; it was hardly more." New York Journal-American's Jack O'Brian: "As the 'first commercial colorcast,' it was unsatisfactory on several levels."

But man-in-the-street was genuinely thrilled, though some criticized skin and hair tones, color breakup, small picture size, magnifying lens, etc.

CBS broke full-page ads in June 25 newspapers in the 5 colorcasting cities, but tone of promotion is still more restrained than many expected. One ad heralded premiere, other announced availability of $500 CBS-Columbia set in late summer (no mention of $400 set). Ads made it clear CBS isn't trying to unsell public on black-and-white. Ads didn't say "wait for color" but CBS radio newscaster Don Hollenbeck said on the air: "The wait may be worthwhile."

Statement by FCC Chairman Coy, during program, was in keeping with his previous comments: "FCC sincerely believed that color in TV now is more important than a promise of color in the future. Such promises in the past have had a way of going unfilled. Today is a day of fulfillment." He emphasized CBS system is only one approved, said nothing about possible development of any other.

* * * *

Fresh public interest in compatible system will be generated when RCA runs demonstrations of own and NTSC electronic system (Vol. 7:25) for press and industry in New York week beginning July 9. Based on sort of preview we saw at DuMont Labs June 26, we venture that reaction will be one of consternation to those who think CBS's field-sequential should be the one and only system.

We saw RCA tri-color tube, fed by DuMont's version of NTSC basic system (Vol. 7:18). It would be unfair to make exact comparison with CBS system, since pictures we saw were off-the-line, slides -- a laboratory version. But with previous day's CBS picture still in mind, we were struck by remarkable fidelity, high resolution and brightness, freedom from flicker and breakup. From still to moving images is "mere detail," no great problem, said Dr. DuMont.

DuMont plans to telecast such signals, on uhf, for benefit of manufacturers in New York area, from site of its WABD when latter has moved to Empire State Bldg. in month or so. Idea is to give manufacturers more time to work with off-the-air pictures than will be possible from NBC's WNBT, which is limited to non-programming

hours. Signal will be 700-706 mc, about 8 kw to start, more power later. Hazeltine may microwave various types of color signals from its labs at Little Neck, Long Island, for rebroadcast by DuMont.

RCA's July 9 show will be for press -- the demonstrations lasting 15-20 minutes, repeated 10 a.m., 2 & 4:15 p.m. Remote pickups may be shown -- not definite yet. For first time, 21-in. tri-color tube will be demonstrated.

Important technical aspect of RCA pictures will be so-called "oscillating color sequence" (Vol. 7:18). Net result of technique, as Hazeltine's Knox McIlwain puts it: "You can make receivers sloppy as hell and the colors still stay true."

Demonstrations will continue daily through Friday, after which engineers will knock off for few weeks rest, then return for public showings. Signals will be networked to Washington shortly thereafter.

RCA hasn't indicated when it will ask FCC for new hearing, presumably waiting to go along with rest of industry through NTSC after period of field-testing. Nevertheless, its spokesman asserts positively it can meet all color criteria now.

* * * *

Coy's look at tri-color tube will be July 2, at RCA's Lancaster tube plant. He'll look over tube's innards, see how it works. Other commissioners are to be invited later -- all informally.

CBS raised roof early this week because it hadn't yet received tube whereas DuMont had, accused RCA of trying to keep "mechanical" stigma attached to CBS system. But RCA said tubes were shipped June 27 to both CBS-Columbia and Hytron.

CBS faces delicate job when it does get tube and hooks it up. If it then boasts its system is no longer mechanical, it runs danger of persuading customers that its forthcoming CBS-Columbia sets with rotating discs are already obsolete.

DuMont also had built own tri-color tube, but isn't satisfied with it yet -- mostly because of poor red phosphor. We saw 16-in. tube with dots covering complete face, and company says it has put 1,300,000 dots on tube. Rauland, Zenith subsidiary, has built tube with 1,000,000 dots, performance details unavailable. On DuMont tube, dots were difficult to see, even with magnifying glass. Philco isn't saying anything, nor is Sylvania, but it's hard to believe they haven't already made tubes.

Now that manufacturers have tubes, you can expect more and more of them to come up with new ideas, improvements, economies. Which, of course, is industry's whole purpose (Vol. 7:25). Dr. DuMont, who doesn't enthuse very readily and who is himself one of TV's great tube inventors, confesses he's "now completely sold" on tri-color tube, though sees tough but not insurmountable mass production problems. He now thinks commercial telecasting of NTSC all-electronic compatible system should be ready by January, if FCC approves.

* * * *

No manufacturer has gone all-out on CBS color, no matter how enthusiastic he is about it. During June 24 discussion on Chicago's WJJD, John Meck said he planned to have "Add-a-Color" slave unit, with 14-in. tube and "10 to 14-in." picture available in 60-90 days. "We're shooting at under $150," he said. He and Hallicrafters' Wm. Halligan disagreed on market for slave units and probable prices of compatible and incompatible sets. Meck felt there will be large demand that can be satisfied now, regardless of future developments in any system.

Crosley displayed own slave unit June 28 in New York's Park Sheraton, but v.p. John Craig indicated company has little faith in system, had built unit solely to meet possible demand. "There is every probability that the all-electronic compatible system will emerge," he said.

Muntz now talks of 2-3 months for beginning of color production, whereas he first said "one month," and he also emphasized value of black-and-white.

Many small outfits are promising and predicting mightily, but as yet there is little evidence of actual production plans and capabilities. Some adapters are being made and sold. Extent of that market is anyone's guess; Philco offers one for $20 (Vol. 7:22) but says it has had little or no demand. Apparently, some customers

feel adapters will either bring color or make it easy to get, find it difficult to understand that they merely give black-and-white.

Demand for color, as gauged in Videotown survey (see p. 11), hasn't changed much. Says survey: "There is today very little interest among the people in Videotown for color TV. Only a handful gave that as a reason for not buying a set this year. When asked about color, the expressed attitude was that they might buy it if it didn't cost too much; if they wait long enough, they will be able to receive color TV on their present sets at little or no extra cost; or that they are pretty well satisfied with black-and-white. Color is something that will come at some time, but no one is very excited about it."

One of best analyses of color was given by Capehart-Farnsworth engineering v.p. Antony Wright, at June 25 NARDA meeting in Chicago. It's worth quoting because he pretty well reflects best industry opinion:

"My own estimate for a good receiver which will operate on both black-and-white and color, providing the same size picture for color as in black-and-white, with the same inherent stability which the customer has a right to expect, is double the cost of the black-and-white. Such a receiver in table model form would be $500 ...Of course there will be cheaper [sets] but they will not be very good...

"Of course, there is always a market for the pioneer, and a good salesman should be able to differentiate between the ordinary customer who expects to get a good color TV picture with a flip of the switch and the experimentalist who will put up with almost any inconvenience...

"TV is a medium for entertainment. I think we must all realize that so long as the result is satisfying, and enjoyment is obtained through this medium, it does not matter too much whether it is black-and-white or color."

* * * *

NPA created some confusion with its M-47A order (Vol. 7:25). As worded, it provides no steel for manufacture of converters, adapters (or even uhf converters). Actually, it's expected order will be amended to permit manufacturers to divert steel currently earmarked for TV sets.

Manufacturer who didn't make TV during base period, like Webster-Chicago, must appeal in order to get any steel for converters or adapters. And it's good bet that steel he does get will be subtracted from amount he's permitted for his other consumer durable products.

Note: NPA hasn't had single manufacturer inquiry as yet on converter-adapter situation. Complete color sets aren't involved. They're simply called TV sets.

OPERATIONS of ABC-TV turned profit corner first quarter this year—after taking bad beating 3 preceding years of network and 5-station operation. Net income from all TV sources for 3 months ended March 31, 1951 was $7012, before Federal income taxes, according to summary published in notice of July 27 stockholders meeting and proxy statement released June 25 in connection with proposed ABC-United Paramount merger (Vol. 7:21). Details of merger plan are disclosed in full, including hitherto unrevealed fact that ABC's approximate losses from TV operations, network and stations combined, were $1,737,562 in 1948, $4,544,545 in 1949, $1,972,568 in 1950.

Thus, TV was largely responsible for poor over-all earnings record of ABC in recent years: total $468,488 profit on total net sales of $37,110,726 in 1948; loss of $519,085 on sales of $40,267,488 in 1949; profit of $84,605 on sales of $45,879,660 in 1950.

First quarter's total profit was $221,858 on sales of $14,560,345, auguring well for rest of year, particularly since TV losses have been halted—though as yet TV station profits are barely offsetting TV network losses. Station income isn't broken down, but it's significant that national spot and local time sales of ABC's 5 TV and 5 AM stations combined climbed from $4,965,889 in 1948 to $6,194,231 in 1949 and $9,286,008 in 1950, and $2,763,281 in first quarter 1951.

Significant, too, is this statement: "Of the total dollar volume of sales of ABC for the 3 months ended April 30, 1951, radio broadcasting represented slightly more than 50% and TV broadcasting the balance. Because of growing popularity and effectiveness of TV as an advertising medium, it is expected that TV broadcasting sales will shortly produce a larger proportion of revenues of ABC."

Terms of merger deal are as previously reported (Vol. 7:21), but also disclosed is fact that new American Broadcasting-Paramount Theatres Inc., if deal gets FCC approval, assumes Jan. 1, 1951-58 employment contract of ABC president Robert Kintner, who stays as president of ABC division, whereby he gets $75,000 salary plus increases depending on profits. Also assumed are $75,000 annual salary contract of vice-chairman Mark Woods, which runs to Dec. 31, 1953; $27,500 salary contract of v.p.-treasurer Nicholas Priaulx, also running to Dec. 31, 1953 and remuneration contract of Paul Whiteman ($87,000 salary in 1950), running to April 1, 1956.

Note: Mark Woods on June 30 announced his resignation from ABC to enter either the advertising agency or TV-radio consulting field after vacation until September.

Personal Notes: Fred Shawn, NBC-TV director of production services, heads 2 newly formed divisions in realignment this week by Lyman Munson, TV operations director: Production Operations, managed by James Kovach, and Staging Services, headed by Benjamin L. Webster . . . Robert J. Wade, ex-NBC mgr. of production services, named executive coordinator of production development, Robert Brunton supervisor of stage special effects . . . Charles F. Holden named ABC-TV asst. director of program production under TV v.p. Alexander Stronach Jr.; Dean Shaffer promoted to mgr. of TV sales development, Eugene Accas mgr. of radio sales development, Don Coyle mgr. of research, under Oliver Treyz . . . Telford Taylor, representing Joint Committee on Educational TV, has opened own law offices at 400 Madison Ave., New York; he was onetime FCC general counsel, held rank of brig. gen. as prosecutor of Nuremberg war trials, returned to join Paul, Weiss, Rifkind, Wharton & Garrison . . . John H. Battison, associate editor of *Tele-Tech* and author of new book titled *Movies for Television*, joins TV-radio dept. of Dancer-Fitzgerald-Sample Inc. . . . J. Neal Reagan, Hollywood TV-radio mgr., McCann-Erickson, elected 1951-52 president of Advertising Assn. of the West . . . Edward Roberts Carroll, ex-DuMont teletranscription chief, now v.p. & gen. mgr., Vidcam Pictures . . . Carlos Franco, ex-Kudner, joins Wm. Weintraub agency July 2 to work on TV-radio . . . Robert Colodzin joins Cecil & Presbrey as TV production supervisor . . . William J. Flynn, CBS asst. treasurer, elected chairman of New York Credit & Financial Management Assn.'s new radio-TV broadcasting group . . . Abiah A. (Bob) Church, 1950 George Washington U law school now with U. S. Court of Claims, joins NARTB law staff Aug. 1 . . . Francis Martin Jr., ex-DuMont and MCA, joins Blair-TV Inc. . . . Francis P. Matthews, Secretary of the Navy, who is president of WOW & WOW-TV, Omaha, appointed June 28 as Ambassador to Ireland . . . Wm. B. Campbell, ex-Young & Rubicam, joins Borden Co. as asst. adv. mgr. handling TV-radio . . . Chester H. Lang, GE adv. v.p., named to new post of GE public relations director in New York.

Station Accounts: New York Telephone Co.'s Long Lines Div. buys spots in John Wingate's newscasts on WOR-TV, Wed. 8:45-9, to point out that defense preparations have placed burden on long-distance operations, urging users to save time by giving operator exact phone number if possible; placed thru BBDO, N. Y. . . . Zenith Radio's first national use of TV will be 20 & 60-second Sarra film spots featuring John Cameron Swazey, Bob Trout, Westbrook Van Voorhis, Arctic explorer Comdr. Donald McMillan, plugging Zenith Super Trans-Oceanic portable radio, thru MacFarland, Aveyard & Co., Chicago . . . High cost of TV decided Florida Citrus Commission on newspapers and radio for its new $2,000,000 advertising campaign, according to J. Walter Thompson Co.'s Don Francisco, handling account, but some TV spots will be used to illustrate recipes and menus . . . Universal-International, film producer, will use TV to promote pictures, planning bi-weekly 5-minute *Movie Star Album* consisting of 20 stills, transcription of star's voice, prepared script enabling station announcer to "interview" star; account handled by adv. v.p. David A. Lipton . . . Delaware floor products div., Congoleum-Nairn Inc., for its Flor-Ever vinylite floor covering, will use TV spots in fall, in addition to its participation in NBC-TV *Kate Smith Show* (Vol. 7:24), thru McCann-Erickson . . . B. F. McDonald Co. (industrial safety devices) using film spots on western stations, thru Philip J. Meany Co., Los Angeles . . . Hoffman Radio to sponsor 23 Fri. & Sat. night local college and junior college grid games next fall on KFI-TV, Los Angeles . . . MacLevy Studios (dance school) sponsoring *The Magic Door*, children dramatizing fairy tales, with ballet and choral groups, on WOR-TV, Sun. 5:30-6, thru Associated Adv. System, N. Y. . . . Among other advertisers reported using or preparing to use TV: A. Goodman & Sons (noodles, spaghetti), thru Al Paul Lefton, N. Y.; New York Frito Inc. (Frito corn chips), thru Ruthrauff & Ryan (WCBS-TV); American Home Foods Inc. (G. Washington coffee), thru Ted Bates & Co. (WCBS-TV); Personna Blade Co. (razor blades), thru J. D. Tarcher & Co. (WCBS-TV); Damar Distributing Co. (Damar household accessories), thru Maxwell Sackheim & Co., N. Y.; West Coast Soap Co. (Powow cleansers & White Navy soap), thru Buchanan & Co., San Francisco; Plastics Mfg. Co. (plastic dinnerware), thru Product Services Inc.; Forest City Products Inc. (Cropax foot aids), thru Foster & Davies Inc., Cleveland; Beaute Vues Corp. (Nutri-Tonic permanent wave), thru Hixson & Jorgensen Inc., Los Angeles; Olympic Distributors Inc. (Nids deodorant pills), thru Knight Adv., Los Angeles; Prim Products Co. (Prim waterless hand cleaner), thru Copley Adv. Agcy., Boston; Wiggins Chemical Co. (Wiggs waterless cleanser), thru Associated Adv. Agcy., Cincinnati; Paxton & Gallagher Co. (Butter-Nut coffee), thru Buchanan-Thomas Adv., Omaha (WTMJ-TV).

Network Accounts: Cory Corp. (coffee brewer) is first purchaser of 15-min. segment of new Frances Langford-Don Ameche show which starts Sept. 12 on ABC-TV, Mon.-Fri. noon-1 p.m.; starting Oct. 2, it's taking Tue. & Thu. segments under plan to sell 15-min. segments to advertisers on "escalator" basis whereby each sponsor moves up to preceding period each day. Agency is Dancer-Fitzgerald-Sample . . . Gillette will sponsor 1951 All-Star baseball game on NBC-TV July 10 from Briggs Stadium, Detroit; game will also be piped to WOR-TV, New York; WGN-TV, Chicago; WNAC-TV, Boston . . . Colgate-Palmolive-Peet, starting July 4, buys additional evening half-hour of *Strike It Rich* on CBS-TV, Wed. 9-9:30; show continues regular runs for same sponsor on same network, Mon.-Fri. 11:30-noon . . . *Your Esso Reporter*, long-time radio spot feature, will make debut on CBS-TV, Thu. 9-9:30, starting July 12, occupying time of *Alan Young Show* for 8 weeks . . . Jacques Kreisler Mfg. Corp. (men's jewelry) starts sponsorship of *Tales of Tomorrow* Aug. 3 on ABC-TV, alt. Fri. 9:30-10, thru Hirshon-Garfield, N. Y. . . . C. H. Masland & Sons (rugs) will sponsor *Masland at Home* starting Aug. 30 on ABC-TV, Thu. 10:30-10:45, thru Anderson & Cairns, N. Y. . . . Eversharp Inc. (Schick razors) starts unnamed show Sept. 4 on CBS-TV, Tue. 9-9:30, thru Kudner Agency . . . Procter & Gamble will sponsor new serial on CBS-TV, Mon.-Fri. 12:30-12:45 p.m., starting Sept. 3, thru Biow . . . American Home Products has bought Mon.-Fri. 12:15-12:30 p.m. on CBS-TV for unnamed serial to start Sept. 24, thru Biow . . . General Electric will sponsor Bill Goodwin on NBC-TV, Tue. & Thu. 3:30-4, starting Aug. 28 . . . Holiday Hotel on ABC-TV, Thu. 9-9:30, being replaced by *Don Ameche's Musical Playhouse* starting July 5; Packard and Cluett, Peabody & Co. (Arrow menswear) retain alt. weeks . . . Lucky Strike replacing *This is Show Business* July 15 with *Go Lucky* comedy quiz starring Jan Murray on CBS-TV, Sun. 7:30-8; *This is Show Business* returns Sept. 9 . . . General Foods (Sanka) replaces *Who's Whose?* July 2, after one performance, with panel-quiz *It's News to Me* on CBS-TV, Mon. 9:30-10, John Daly moderator . . . General Foods (Jello products) replacing *Aldrich Family* Aug. 26 with new show featuring Jackie Kelk on NBC-TV, Sun. 7:30-8, thru Young & Rubicam.

Arthur M. Sherwood, ex-GE and RCA executive, died June 29 in Princeton Hospital. He was 63, and a brother of playwright Robert E. Sherwood.

Financial & Trade Notes: Phenomenal growth of electronics industry in 10 years is exemplified by these comparative figures from July *Fortune Magazine* article on "The Electronics Era." Table only gives rough idea of electronic expansion since many of these companies have vast non-electronic business, such as electrical equipment, refrigerators, lamps:

Percent increase in income		Income in millions 1940	1950
4,908%	Admiral	$ 4.7	$ 230.4
4,319	DuMont	.17	76.0
1,782	Motorola	9.9	177.1
1,746	Collins Radio	.72	12.6
1,709	Raytheon	3.5	59.5
1,132	Sylvania	14.3	162.5
880	Emerson	10.6	74.2
657	Zenith	20.4	134.0
641	Philco	52.3	335.3
469	Bendix Aviation	46.7	219.4
459	RCA	127.8	586.4
426	Westinghouse	239.4	1,019.9
372	Olympic Radio	.05	21.9
368	General Electric	532.7	1,960.4
342	Sperry	47.5	162.4
328	Claude Neon	.44	14.4
281	Hazeltine Electronics	1.4	4.0
243	Hoffman Radio	.12	29.6
	Hallicrafters (inc. 1943)		28.5
	Packard-Bell (inc. 1945)		13.9

DuMont's first five 4-week periods (Jan. 1-May 20) resulted in sales of $23,970,335 as against $22,474,562 during comparable 1950 periods. But profits before taxes went down to $832,018 from $3,885,186 during same 1950 period. After taxes, profits were $487,618 vs. $2,380,886. Dr. DuMont told June 29 stockholders meeting that defense orders totaling $30,000,000 have been received, but conversion is some months away and production won't reach high level until end of year. When 4-week plant vacation ends in August, TV production will resume at about 40% the comparable 1950 rate, he said.

Muntz TV Inc. reports $749,852 net income, or 74¢ per share on 1,013,994 shares of common stock outstanding, during first year of operation ended March 31. Earnings before taxes were $1,781,352. Sales for year were $27,147,846. Current assets on March 31 were $5,171,634, current liabilities $3,466,025. President Earl W. Muntz stated company will have color TV models, but expects changeover to be gradual and demand for black-and-white sets to continue for some time.

Sentinel Radio reports net sales $20,090,708 for fiscal year ended March 31 vs. $9,072,994 for fiscal 1950. Net profits were $706,252, or $1.96 per share on 360,000 common shares vs. $47,717 (13¢). Profit before taxes was $1,899,524 vs. $77,717 last year.

Miscellany: Secondary offering of 18,000 shares of CBS Class B stock, made June 27 by W. E. Hutton & Co., was oversubscribed (at 26¾ a share) and books closed; block of stock was said to be remaining holdings of Isaac D. Levy, resigned director . . . Change in stockholdings reported to SEC: Abraham Rosen, asst. treas., Emerson Radio, sold 1920 shares of Emerson common in May, reducing direct holdings to 500 shares . . . Hoffman Radio took no dividend action at June 28 meeting due to financial requirements for transition to military production; has been paying 25¢ quarterly . . . Keystone Custodian Fund discloses 11,400 shares of Hazeltine among new purchases.

Dividends: Tele-tone A, 16¾¢ payable July 1 to holders of record June 20; Emerson, 25¢ payable July 15 to holders July 5; Howard W. Sams & Co., $2.50 on 5% cumulative payable July 1 to holders June 21; Olympic Radio, 25¢ payable July 19 to holders July 9; Avco, 15¢ payable Sept. 20 to holders Aug. 31; American Phenolic, 20¢ payable July 27 to holders July 13.

Avco names Lt. Gen. Albert C. Wedemeyer, retiring 6th Army commander, as v.p. and director as of Sept. 1.

Mobilization Notes: Many electronics manufacturers are going to get a jolt when they receive allocations of steel, copper and aluminum under Controlled Materials Plan. All signs indicate allotments of the 3 controlled metals for producers of class B (standard, civilian type) electronic products and components have been cut to bone.

On basis of past actions, it's good bet NPA Electronics Div. will appeal—and probably successfully—to higher NPA and DPA echelons to get bigger share of materials pie for electronics industry. Throughout entire mobilization period, as well as during last war, top control authorities have consistently sold electronics short—then reconsidered when pressure was applied.

Electronics Div. staff worked day and night this week to process all applications by June 30 deadline. Manufacturers will be notified of their allocations by July 5; most will receive them July 2. Plenty of individual appeals are anticipated, especially from larger manufacturers who apparently have been hardest hit. NPA has gone much easier on small business in first CMP metals allocation.

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Certificates of necessity granted week ended June 22 by DPA for rapid tax amortization of new or expanded facilities for production of defense electronic equipment: Sangamo Electric Co., Springfield, Ill., sonar equipment, $125,500 at 85% tax write-off over 5 years; Sylvania, Boston, electronic tubes, $47,688 at 80%; DuMont, Clifton, N. J., electronic detection equipment, $11,755 at 75%.

Extensive controls over all production can be expected as result of Manly Fleischmann's appointment June 25 to head DPA, succeeding Edwin T. Gibson. Defense mobilization chief Charles E. Wilson upgraded the exponent of strong controls as first step in streamlining and coordinating loose-jointed production control setup. NPA will probably be stripped of all its remaining policy functions and devote itself entirely to carrying out DPA policy. Fleischmann temporarily continues to head NPA as well as DPA pending his confirmation by Senate and completion of reorganization plans.

Trade Personals: Cleo F. Craig, finance v.p., named acting president of AT&T in place of the late Leroy A. Wilson; T. Brooke Price, general attorney, elevated to v.p. & general counsel, succeeding John H. Ray, retiring Sept. 30 . . . Carl E. Wideberg named gen. mgr., George G. Jones personnel director, AT&T Long Lines Div. eastern area . . . Ballard F. Smith, ex-RCA Victor, Indianapolis, named Motorola wage & salary administrator; R. A. Holsten named special merchandising mgr. of Motorola . . . Scott Morency, ex-Western Automatic Machine Screw Co., named Washington representative of Zenith war contracts div. . . . Dr. W. R. G. Baker, GE v.p. in charge of electronics operation, awarded honorary degree of doctor of engineering by Syracuse U . . . H. L. Pierce resigns as gen. sales mgr., Sparton, his duties taken over by asst. sales mgr. B. G. Hickman . . . W. D. Espey elected v.p. of Lear Inc. . . . Paul V. Galvin, president of Motorola, awarded honorary degree by Loyola U, New Orleans . . . L. D. Cahoon named president of Astatic Corp., succeeding F. H. Woodworth, retiring . . . P. B. Reed, RCA Victor v.p. in charge of govt. service div., leaves July 6 on 4-week tour of military installations in Europe to which RCA Service Co. field personnel are attached.

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Avco reports consolidated net income of $5,547,211 for 6 months ended May 31 vs. $4,804,685 for same period preceding year, after all tax provisions. That's equal to 61¢ per share on 8,731,058 shares outstanding, compared with 67¢ on 6,751,611. Sales for first half of fiscal 1951 were $158,959,656 vs. $98,223,246.

Television Digest WITH AM-FM REPORTS
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Trade Report
June 30, 1951

GOOD AND BAD IN THE TRADE PICTURE: Theories and wishful thinking are about all you can get from key TV-radio producers and merchandisers, in trying to evaluate market for rest of year. There's no unanimity of opinion, no crystalized thinking, no feeling of certainty or even confidence.

Main factors worth reporting, after talking with key industry sources and studying latest trade reports and business services, are these:

(1) Nobody seems to go along with gloomy view attributed to one industry leader some weeks ago that there's enough TV inventory at factories and in pipelines to fulfill all demands for rest of year. Yet cold fact is that factory inventories alone rose to unprecedented 713,032 units as of June 22.

(2) Everybody thinks relaxation of Regulation W will help -- but few think it's the whole answer. Aside from season, "high cost of groceries" is simplest explanation of current buying recession. Yet there was better-than-seasonal pickup at retail levels in latter June -- enough to pull down dealer-wholesaler inventories somewhat but not enough to help factories move all new production (Vol. 7:25).

(2) Trade is wary rather than worried about impact of color promotion on buyer demand, will of course sell color sets and converters if there's demand. Their concern was lessened when CBS-Columbia Inc. (formerly Air King) indicated $400 and $500 prices for 10-in. color receivers, which many think can't stand up price-wise against 16, 17, 19 and 20-in. black-and-white at around $200 to $300.

(4) The business services and investment house letters are so confident that the general outlook is good, that surpluses and price-cutting won't last long, that consumer buying will pick up after the hot summer in view of high employment and wages -- that their views become infectious. They're saying what all want to believe.

(5) Second, third and fourth quarter profits will be nothing like what the trade enjoyed all last year and first few months of this year. Higher taxes and low margins on defense contracts, to say nothing of reduced civilian output, mean that the industry can't possibly achieve 1950's fabulous earnings levels. (For cogent example, see DuMont's first 20-week report in Financial Notes).

* * * *

It's estimated up to 2,000,000 TVs are in inventories -- but we won't really know until first RTMA-arranged Dun & Bradstreet survey of dealer inventories is made available toward end of July.

Second quarter production will add up to about 1,150,000 TVs, as against first quarter's 2,199,669. Week ending June 22, RTMA reports, saw 73,911 sets made (3004 private label), not much change from preceding week (Vol. 7:25), but inventory at factories climbed to 713,032 from 669,950 on June 15. Final week of quarter, to be reported next week, shouldn't show much output change; then come plant vacations.

Radio output held steady level -- 314,661 sets in week (170,666 private label), not much change from preceding June weeks. Radio inventory at factory was 417,153 on June 22, up from 399,086 on June 15. Units were 129,587 home radios, 142,436 auto, 46,638 portable.

Interesting trend in TV prices is noted in fact that average factory price per set was $191.21 in January, $205.70 in February, $197.55 in March, $171.85 in April. Downgrading is doubtless due to current emphasis on low-end units.

* * * *

If TV industry were entering third quarter all tooled up for maximum conservation (which it isn't) and with strong incentive to turn out every set it could (which doesn't exist), it might possibly stretch materials supply enough to equal second quarter production total.

But getting off to poor start, especially with 2, 3 & 4-week plant vacations in July-August (Vol. 7:25), it seems certain third quarter output will lag behind

second quarter. For not to be lightly dismissed is 30% cut in steel, 40% in copper, 50% in aluminum, as against 20% steel cut and no copper-aluminum end-product cuts during second quarter.

And because of flexibility of copper and aluminum restrictions (Vol. 7:25), manufacturers can cut back TV even further if they want to use copper and aluminum they save in order to make more radios, appliances or whatever is in biggest demand. Add to this the near-certainty that soaring military demands will tighten pinch on nickel, tungsten, cobalt during third quarter.

Fourth quarter can't possibly be better, will probably be worse, what with defense production taking an ever-increasing share of the materials pie.

One of biggest producers has been betting on TV shortages this fall to the extent of keeping lines humming second quarter, piling up sets in own and distributor warehouses. His sales chief says there never was a September without business pickup, feels that if year ends with 750,000 inventory in all pipelines that will mean normal and successful market. Still another top sales chief said, "If we can cut the present inventories by 50%, we should be prepared this fall for a good, healthy business."

DuMONT SELLING 30-in. SETS AND TUBES: If this weren't a "price market," you'd be hearing lots more about DuMont's 30-in. tube, largest yet made, as yet offered in only one super-duper receiver called Royal Sovereign, selling at $1795, most expensive TV set on the market today.

Even so, DuMont has sold more than 500 such sets since first brought out last March (Vol. 7:10), has orders for about 500 more, is now making tube available to other manufacturers at $175, to distributors at $200, dealers $231, consumers $242, including excise tax. One manufacturer has placed order for 200 per month.

It's distinctly a luxury item, yet mass production could bring set and tube prices down -- if size clicks. Picture is fully as satisfactory as 19 or 20-in., even more so in very large room. For public places, it's vastly better than most smaller sizes, certainly superior to any projection screen -- and we viewed it as close as 5 or 6 feet quite comfortably.

Tube is metal-coned, round, affords 525 sq. in. of picture space vs. 215 on 20-in., 208 on 19-in., 150 on 17-in., 145 on 16-in. It has 90-degree deflection angle, as against 70-degrees in 17 & 19-in. It's 23½-in. from face to end of neck, only inch or two longer than 20-in., weighs 40 lbs., requires 20,000 volts as against 12-13,000 in 19-in.

Dr. DuMont has reputation for leading way in tube sizes ever since he would not go along with first industry 10-in. standard, instead made first 12-in., led way to the larger sizes now vogue. He isn't sure the 30-in. will win mass popularity, thinks next step up from 20-in. may be 24 or 26-in. GE has 24-in., but in today's moribund market hasn't done much with it; Sylvania worked on 24-in., and Philco's Lansdale plant is also known to be working on stepups from present 20-in. maximum.

Dr. DuMont says 30-in. can be made rectangular eventually, has plans on the boards for a 5x7-ft. tube which he says should be entirely practical and could gain same acceptance as that size movie screen. Giant 20x15-ft. tube for theatre TV is also within realm of possibility, he thinks. And the larger the size, the easier to make tri-color tubes, which RCA has modeled at 17 & 21-in. but which DuMont says can be made even more easily at 24 & 30-in.

Merchandising Notes: Chicago's summer furniture market, ending June 28, suffered 14% decline in attendance—about 16,000 during the 10 days as against 18,644 at last summer's market . . . Trade-in guide for 1951-52 TV receivers will be issued soon by National Appliance & Radio Dealers Assn., president Mort Farr told NARDA Chicago convention June 25. He also told of plan to assist new TV area dealers, based on experiences of "vetcran" TV merchandisers . . . Sears and Spiegel fall catalogs now being mailed; noteworthy is Sears offer of 17-in. table TV at $189.95, whereas last year's catalog's lowest priced 16-in. was $209.95 . . . Electron Enterprises, Berwyn, Ill., offers clever gimmick—lady's overnight case, 16x12x7-in., with built-in portable radio, 4-tube, battery-powered . . . Auctioning TVs via radio, buying local spots between midnight and 3 a.m., "moved considerable inventory" for Video Store, Pacific Beach, Cal., owned by L. N. Papernow, applicant for TV station in San Diego; merchandise was described on air, phone bids accepted . . . Westinghouse Supply Co. testing "Old Trader" campaign in Newark via 10 dealers, using newspaper ads, skywriting, etc. to call on public to trade in "anything around the house" for a Westinghouse TV—mentioning old percolators, toasters, radios, tricycles, irons, iceboxes, skates, tools, etc.

Topics & Trends of TV Trade: Battery-powered, portable TV has been developed by National Scientific Laboratories, 2010 Massachusetts Ave., N.W., Washington, D. C. (Dr. Robert I. Sarbacher), formerly the Wedd Laboratories—and it has been shown some manufacturers with an eye to commercialization. It operates on one or 2 wet cells, each capable of 4 hours of performance, with 25 watts to power 3-in. CR tube magnified to about 5-in. by means of lens. Set also covers full FM broadcast range. It can also operate on house current, and batteries are rechargeable off house current. Only 13 miniature tubes are used, whole unit being encased in satchel-like casing measuring 18x10x5-in., weighing about 21 lbs. It's claimed some 5 lbs. more can be taken off in commercial production, and that set could be made to sell for under $100.

* * * *

Replacement and second-set market doesn't look too promising, as gleaned in ad agency Cunningham & Walsh's fourth annual "Videotown" survey (Vol. 6:26), covering unidentified city of 40,000 that's 50% TV-saturated—believed to be in New York City area. Since 1949, intent of owners to replace sets has been dwindling—11% of TV families that year substituting old sets for new ones with larger screens, 10% doing so in 1950, less than 4% showing interest in doing so this year. As for second sets, only 16 families in 1950 had them; this year 65 said they did, but half of these reported first set "in storage." Among non-owners, interest in buying has dropped from 28% in 1950 to 21% this year—but of course non-owners last year were 70% of population, are 50% now.

National Retail Dry Goods Assn., in TV study just released, indicates doubt TV sales will take their usual upturn in September. What's needed are "added incentives to buy," says report—incentives such as price, picture size, shortages. Report is based on study of TV sales in all markets since 1948, includes charts to show retailer his potential market (which isn't always total of homes in his area). As for color TV, report sees it as "replacement proposition" and sees "slave unit" as having possibilities, price-wise. Copies of 40-page report are available from NRDGA at $5 a copy to members, $10 to non-members.

Reflecting trade slump, Bureau of Internal Revenue collected $17,327,085 in excise taxes on TV-radio sets, phonos for May—$897,463 less than April (Vol. 7:21) and $6,000,000 down from high of $23,390,352 collected in March (Vol. 7:18). May collections compare with $4,436,908 in same 1950 month. Total excises collected from TV-radio industry for 11 months from July 1, 1950 were $118,432,959, compared to same preceding period's $37,919,797.

Dept. store tie-ins for color promotion are being pushed in number of cities. Washington's WTOP-TV has loaned set to Hecht's. Boston's WNAC-TV is working with Jordan-Marsh. And CBS-Columbia Inc. reports it's being "swamped" with requests from such stores as Lyon & Healy, Chicago; Shillito, Cincinnati; D. L. Hudson, Detroit; Macy's, Gimbel's and Abraham & Straus, New York.

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Trade Miscellany: Add Kaye-Halbert, Pilot and Teletone to list of TV plants shutting down for vacations first 2 weeks in July (Vol. 7:25) . . . Canadian RCA Victor starts construction of $1,000,000 new electronics plant at Prescott, Ont., to employ 700 . . . Raytheon's new 3-story, 144,000 sq. ft. $2,000,000 power tube building at Waltham, Mass., had first girders placed at ceremony June 26; it's due for completion in fall, will add 1000 employes . . . Sylvania has leased plant in Nelsonville, O., for production of welded lead-in wires for tubes, lamps and electronic equipment, plans eventually to move to new building scheduled for construction by city of Nelsonville.

Commander Television Corp., New York (M. F. Jaffa, president) is fourth TV set-making firm to go through bankruptcy proceedings thus far this year, having filed petition under Chapter XI of Federal bankruptcy act proposing to pay creditors 100% over 30 months. Liabilities are listed at $86,750, assets $15,600. Creditors include DuMont, $6441; Regal, $3522; Trad, $7641; Victory Container, $3213. According to gen. mgr. Robert Ehrlichman, who resigned June 28, assets actually are $35,000, liabilities actually $68,000. Earlier this year, similar proceedings involved Freed Radio (Vol. 7:10), Richmond Television (Vol. 7:7, 10, 17); Videraft (Vol. 7:7, 9).

Emerson's "1952 line" of 15 receivers, featuring 17 & 20-in. only, includes only 2 new models—17-in. console with phono and 20-in. console, each $349.95; instead of regular mid-year distributor convention, Emerson will hold series of regional meetings.

Radio receiving tube sales in May totaled 34,074,356, slightly down from April's 35,883,627, bringing total for first 5 months to 188,235,226. Of May shipments, 21,187,963 went to TV-radio set manufacturers.

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FCC's uhf junket to Bridgeport June 29 as guest of RTMA (Vol. 7:25) was most solid evidence of Commission-industry reconciliation since start of color hearing. Chairman Coy was particularly complimentary, in comments at luncheon, suggested RTMA take receiving equipment on tour throughout nation to convince broadcasters of uhf's feasibility. Particularly impressive to Commission was fact uhf is much more resistant than vhf to some types of interference, such as diathermy. Eight manufacturers demonstrated converters, quoted off-the-record tentative prices averaging $40. One showed 1-channel and 2-channel devices to sell for $10-$15. Attending were all commissioners except Jones, staffmen Cottone, Braum, Simpson, Roberts, Boese. Crosley's John Craig was host. Manufacturers demonstrating were Capehart-Farnsworth, Crosley, GE, Hallicrafters, Philco, RCA, Stromberg, Zenith.

President Truman won't withdraw nomination of FCC Comr. Hennock for New York Federal district judge (Vol. 7:24-25), despite opposition of American Bar Assn. and New York City Bar Assn. on grounds lady commissioner is "totally unqualified." President so told press-radio conference June 28. Second week went by without Senate Judiciary Committee setting date for hearing on Miss Hennock's nomination, which American Bar Assn. asked be postponed until after July 15. Support for Miss Hennock has come from fellow New York Democratic Leader Senator Lehman and Rep. Louis B. Heller. New York Republican Senator Ives said he's withholding judgment until after hearings. *New York Daily News* in June 14 editorial, although not taking sides, chided New York City Bar Assn. for not being more specific about its objections.

Eve of July 1 network radio rate cuts (Vol. 7:16-18) saw broadcasters breaking out with rash of trade ads, some strongly worded, to counter implications that radio is on downgrade (Vol. 7:25). Even NBC took full page in June 20 *New York Times* tying in with Jack Gould's series on TV's social and economic impact; it was captioned, "Yes, Mr. Gould, TV does have impact, but . . . Network Radio Reaches More People in More Places at the Lowest Cost . . ." Nashville's WSM got quite emotional: "The infection, until these last few months shielded from the public by the skin and flesh of sober judgment, has broken through, a blood-red rash across the face of the industry . . ." Charlotte's WBT ran coldly factual graphs to show Sunday night listening audiences first quarter this year about same as same months last year. Mutual plumped: "More Radio Homes Than Ever Before."

Telecasting Notes: Considering high prices of TV stations (Vol. 7:24) and higher rates for TV time as AM network rates go down (Vol. 7:25), story of Washington's 250-watt WINX, on which FCC Chairman Coy cut his commercial teeth as manager, may be symptomatic: *Washington Post* paid $500,000 for it in 1944, lost nearly that much on its operation, sold it in 1949 for $130,000 to buyers who didn't do so well with it and now propose to sell it for $120,000 . . . TV isn't alone in raising rates (Vol. 7:25); Curtis Publishing Co., effective next January, hikes *Saturday Evening Post* rates 10% (to $12,935 per one-time black-&-white page), *Ladies Home Journal* 6% ($13,510), *Country Gentleman* 6% ($6900), *Holiday* 6% ($4320) . . . Also raising rates 10%, as of next Jan. 15, is *Look Magazine* . . . Lutheran Television Productions Inc. being formed by Missouri Synod of the Lutheran Church (which comprises 5000 churches and operates AM station KFUO, Clayton, Mo., suburb of St. Louis) to produce 26 half-hour Bible dramatizations for TV; $750,000 has been voted for project . . . Cowboy star Roy Rogers got restraining order from Federal district court in Hollywood last week to prevent Republic Pictures from releasing any of his old films to TV, and Gene Autry has indicated he will take similar action . . . June 27 *Variety* front-pages story that Warner Bros. offering 600 unproduced story properties for sale to TV networks and ad agencies . . . Jerry Fairbanks Studios, now part of Isaac D. Levy's Official Films Inc. (Vol. 7:22) hires Sid Rogell as operations mgr. for stepped-up production of films for TV . . . Historic Fort Lee, N. J., studios, where some of early movies were made, being remodeled by Shuberts for lease to TV producers; 80x120-ft. stage to be ready Aug. 1, another 40x80-ft. in fall . . . Spike Jones troupe to be paid $200,000, or $40,000 per performance, for 5 NBC-TV shows next fall, 3 probably on Colgate series again, according to Hollywood reports . . . Fordham U-CBS Summer Institute of Professional TV and Radio will use CBS studios and staff in 6-week course, July 5-Aug. 14 . . . Robert J. Landry, ex-*Variety* and ex-CBS, now publishing newsletter *Space & Time*, will direct New York U's summer Radio-TV Workshop, July 2-Aug. 10 . . . Big color TV feature is planned for a late July issue of *Life Magazine*.

CBS raises network charge for WCBS-TV from $3250 to $4000 for night time hour Sept. 1, thus following by week similar actions by ABC and NBC (Vol. 7:23, 25). ABC raised all its owned & operated stations Aug. 1, NBC its complete rate card July 1. About 60% of CBS-TV affiliates raise rates July 1, substantial number during following months (see *TV Factbook No. 13*, due July 15). No change is indicated for WTOP-TV, Washington (45% owned by CBS). CBS-owned KTSL, Los Angeles, actually is being reduced July 15—from $1600 to $1500.

American Bar Assn. has named committee to study "constitutionality and advisability" of telecasting and broadcasting trials and Congressional hearings, to report at annual meeting in New York Sept. 17-21. Chairman is John W. Davis, New York attorney and Democratic candidate for President in 1924. Other members: Bruce Bromley, New York; John A. Danaher, Hartford; Joseph J. Daniels, Indianapolis; Joseph W. Henderson and Wm. A. Schnader, Philadelphia; Monte M. Lemann, New Orleans.

First educational TV channel application to be formally filed came this week from Lindsey Hopkins Vocational School, Miami, seeking Channel No. 2 there, earmarked for educational institutions under FCC's proposed allocations. Also filing for new TV outlets this week were WIBA, Madison, Wis., seeking Channel No. 13 in Eau Claire, and WJOB, Hammond, Ind., seeking uhf Channel No. 56 . . . [For further details about these applications, see *TV Addenda 12-Y*.]

NBC's move into film-making and distribution of TV-inspired films to theatres sounds as if it has all sorts of possibilities—emphasizes anew TV's impact on show business. As envisaged by TV executive v.p. Sylvester (Pat) Weaver, NBC intends to film 60-90-minute shows, highlighting season's top TV entertainment—with Durante, Cantor, Sid Ceasar-Imogene Coca, Martin & Lewis shows among those prominently mentioned. Entertainers would re-create high spots of TV season, and these would be filmed on 35mm at NBC's New York Center Theater. Some kines would be used. Undecided yet is choice of producer and distributor. Robert Montgomery will be narrator for those films needing one. *Variety*, which broke story in June 27 issue, says Weaver estimates $150,000 cost per picture. Pitch to theatre-owners would be: (1) Proven audience of 15,000,000, not all of whom have seen performers' entire series on TV. (2) High pull in non-TV areas, where public has heard about but hasn't seen the TV stars. "Shooting" may start Aug. 1, with release planned for Sept. 1.

Second theatre-TV "network" boxing bout June 27 repeated success of first (Vol. 7:24-25)—for the theatres at least. Nine of 11 theatres in 8 cities screening Bob Murphy-Jake LaMotta slugfest reported overflow crowds (though Washington's colored Lincoln Theatre was three-quarters full). Fight wasn't telecast or shown in New York theatres, yet drew only 21,257 spectators to Yankee Stadium—less than one-third of capacity. Promoters blamed threatening weather. Theatres again paid total of about $10,000 to International Boxing Club for TV rights. Two new theatres joining closed-circuit "network" were Warner's Stanley in Philadelphia and Fabian's National in Richmond. Next exclusive theatre-TV showing is Rex Layne-Rocky Marciano bout from Madison Square Garden July 12. Success of experimental showings undoubtedly will feature in FCC hearing scheduled Sept. 17 on theatre interests' request for special theatre-TV frequencies (Vol. 7:17). Washington consulting engineer Frank McIntosh was hired to represent Motion Picture Assn. of America at hearing.

Edward W. Allen Jr. is FCC's new chief engineer—his appointment putting "first team" man in top engineering advisory position. He succeeds Curtis Plummer, now Broadcast Bureau chief. As long-time head of technical information div., Allen participated actively in postwar broadcast developments, FM and TV particularly. He's known as "an engineer's engineer" among industry's technicians. He's 1925 electrical engineering graduate of U of Virginia, got LL. B. from George Washington U in 1933, worked for Westinghouse and Chesapeake & Potomac Telephone Co. before joining Patent Office in 1930, transferring to FCC in 1935. He takes new office July 23, when he returns from CCIR conference in Geneva (Vol. 7:20).

TV Factbook No. 13

Exactly 415 applications for new TV stations are on file with FCC as of end of first half of 1951—44 having been filed, 2 withdrawn, since publication of our last TV Factbook in January. All applications to July 15, 1951, plus detailed data (including rate summaries) on all the 107 operating stations and the networks will be published—along with present and proposed channel allocation tables and many other directory features—in *TV Factbook No. 13*, due off presses July 15. Full-service subscribers will receive copies in usual routine; Newsletter-only subscribers may order at $2.50 per copy. Pre-print orders in quantities of 20 or more will be accepted up to July 6 at $1 per copy.

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WITH AM/FM REPORTS

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FILM TREND TO TV DOMINATES TRADE NEWS: Pointing up TV's ever-increasing affinity with motion picture industry was announcement this week that The March of Time is dropping its theatrical motion picture series, popular in movie houses since 1935, in favor of concentrating on producing TV and special theatrical films.

Only 3 more issues of March of Time are in works, plus certain documentaries -- also "Crusade in the Pacific" now being put together as sequel to "Crusade in Europe" for TV release. Said Time Inc. president Roy E. Larsen: "Our company has been increasingly active in recent years in developing and producing programs for TV and our facilities are admirably suited for the new medium."

Theatrical trade press is so replete with TV items these days that news of stage and movies is often overshadowed. Getting big play are subscription-TV projects, notably Skiatron and Paramount's Telemeter. These will doubtless be subject of FCC hearings, as yet unscheduled, along with Zenith's Phonevision. Meanwhile, they're riding high tide of free publicity, despite the fact FCC must yet rule on pay-as-you-look principle -- and approval is by no means assured.

Much ado, too, over NBC's plans to film highlights of TV programs for showings in theatres (Vol. 7:26), which may be extended to top AM programs like Tallulah Bankhead's. Then there's theatre-TV, notably recent fightcasts (Vol. 7:24-26), and of course United Paramount's projected merger with ABC (Vol. 7:21,26). Variety got so hot about wedding of TV with films that it headlined July 6 edition: "Films' New Prosperity -- Via TV" and observed, anent NBC-TV movie project:

"The prime objective is a triple-threat ballyhoo for the picture theatres, the talent and TV. It would blend and wed the 2 media for mutual boxoffice or other benefits, bringing to non-TV audiences a sample of video's talent values, and attract into video-saturated sectors the 'lost' audiences who may have gone overboard for TV favorites at the expense of the boxoffice."

Also worth noting was meeting of Isaac D. Levy, a co-founder of CBS, now in TV film business, with RCA president Frank Folsom (see back page).

HIGHER HOPES FOR FASTER FREEZE THAW: FCC got what it was looking for -- petition from NARTB-TV asking it to call off city-by-city oral allocations hearing, accept another round of written comments, come up with final allocation plan (Vol.7:25-26).

NARTB-TV contends 8-15 months delay is inherent in oral hearing, asks that 30-day deadline for new comments be set, with 30 additional days for oppositions -- and that's all. Petition filed July 6 asks FCC to issue "due notice that opportunity for oral presentation will not be provided, unless good cause is shown to the contrary by specific petition."

Whether NARTB-TV's petition alone is enough to spark off speedup procedure, it's hard to say. FCC may wait for "overwhelming" demand by more organizations, and for substantial number of individual petitions.

Convinced of its rule-making authority, FCC is going ahead with plans to adopt fixed allocation plan in rules, to be changed only by rule-making. It may be

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assumed Commission has rejected contentions of illegality made during oral argument of FCC Bar Assn. and others last week (Vol. 7:26).

But Commission's course isn't clearcut yet. DuMont has insisted on oral hearing, may get it. And many parties object to facets of DuMont's nation-wide plan, may demand to join hearing. It could snowball, get out of hand.

Educators, too, are worried. If FCC sets 20-30 day deadline for filing additional comments, attorneys for Joint Committee on Educational TV may feel they will need more time to prepare cases.

Then, the 31 station shifts proposed by FCC present knotty question. WKY-TV, Oklahoma City, brought this to a head when it filed petition for "severance" and "formal hearing." It contends that FCC's intentions to shift it from Channel 4 to 7 must be thrashed out in conventional "due process" hearing, not buried among hundreds of unrelated issues involved in national rule-making proceeding.

Informal conference of attorneys, to establish "ground rules" for oral or written procedures -- whichever prevails -- is being considered by Commission, may be called sometime during week of July 16.

If July 23 oral hearing is dropped, in whole or part, some within FCC feel that consideration of final allocation may begin around end of September, then concluded in month or so. Most observers regard that target as pipe dream, would be delighted with final decision by Jan. 1.

* * * *

Meanwhile, FCC has at least 3 other matters to clear:

(1) 470-500 mc allocation. There's every indication that this 30-mc band, sought for common carrier use by Bell Labs, will shortly be assigned to TV.

(2) "Partial" unfreezing. FCC originally hoped to increase vhf powers, grant vhf stations in Territories and authorize uhf stations -- all in near future, before lifting of general vhf freeze. Decision on these is now likely to remain suspended until nature of speedup procedures, if adopted, become clear.

(3) California-Mexico border conflicts. These are in process of solution through removal of one vhf channel from San Diego, one from Mexicali. FCC may have to give San Diego TV aspirants opportunity to protest deletion.

SOCIAL AND ECONOMIC EFFECTS OF TV: How is TV changing the pattern of American life?

New York Times provides plenty of clues -- if not the answers -- in series of 7 articles June 24-30, written by able radio editor Jack Gould, based on reports from correspondents in more than 100 cities.

It's well-nigh impossible, even for the capacious Times, to give a really definitive picture of TV's impact. But this series has come closer to it than anything yet. Mere fact that the Times undertook project emphasizes recognition of the social and economic revolution being wrought by mere handful of TV stations (107 as against some 2250 radio stations) -- the video signals as yet within reach of very little more than half the nation's homes, only some 13,000,000 as yet with TV sets.

Yet this series is "must reading" for everyone connected with TV-radio, and we urge you by all means to get copy of pamphlet of reprints available for 10¢ from Dept. TV, New York Times. Some highlights, just to give you an idea:

CHILDREN -- Surprisingly enough, "the overwhelming majority of school officials from coast to coast believe [TV] is benefiting youngsters...and is not having significantly adverse effects." TV stimulates imagination, vocabulary and interest in current events, educators are saying. Even Hopalong comes in for praise -- and a Columbia U psychiatry professor calls cowboy films "an excellent outlet" for children's natural and normal hostility and aggression.

POLITICS -- President Truman and Thomas Dewey both acclaim TV to be a great force for public enlightenment but strongly oppose televising of "trials" such as the Kefauver hearings. TV is causing revolution in politics, where it's destined to replace the old-time political rally. Candidate who is telegenic, quick with the answers and at ease before the camera has head start at election time.

SPORTS -- TV makes biggest inroads on the second-raters. Top-notch events still attract capacity crowds, but poor teams, small-timers, high school athletic events are getting crushing blows at the gate.

RADIO -- Big radio programs have lost sizable hunk of after-dark audience. New Hooper tabulations for New York show Jack Benny had 4.8 rating in early spring 1951 vs. 26.5 in early spring 1948; Amos 'n' Andy 5.9 vs. 13.6; Arthur Godfrey (radio) 5.9 vs. 20.3; Lux Radio Theatre 8.4 vs. 25.3; My Friend Irma 6.6 vs. 18.8; Bob Hope 3.2 vs. 16; Bing Crosby 3.8 vs. 18; Fibber McGee 5 vs. 17.2; Big Town 2.2 vs. 12.7; Groucho Marx (radio) 5 vs. 12.

NIGHT LIFE -- Where TV once was boon, now it's bane to taprooms. It's competing with night clubs not only for customers but for chorus girls and other entertainers. People eat out less often than before TV, with restaurant business off 25% in Chicago. Lodges and labor unions are having hard time getting quorums for evening meetings.

READING -- Sale of books to adults has fallen off in most cities, but most public libraries report children reading more than before. Newspaper circulation continues to gain in TV cities. Several booksellers want publishers to advertise on TV, but publishers say network time is too costly.

CULTURE -- Educators are divided every-which-way on TV's merits, faults, possibilities. Series presents typical quotes from leading educators, representing virtually every conceivable viewpoint -- no clear-cut trend of thinking about merits or demerits of TV; rather, a desire to probe its potential further.

MOVIES -- Theatre attendance has dropped 20-40% since advent of TV, with 70 theatres closing in Eastern Pennsylvania, 135 in Southern California, 61 in Massachusetts, 64 in Chicago area, 55 in metropolitan New York. Good films still draw good audiences. Washington exhibitor's comment is typical: "You can't charge for mediocrity any more when everybody can get it at home for nothing."

Other "impact points" are covered in articles -- from TV's effect on life at sea (coastwise vessels now equipped with TV) to its impact on bus and streetcar riding (fewer passengers often blamed on TV stay-at-homes). Even eating habits may be feeling influence of TV --

Will TV produce nation of fat men? Asbury Park, N.J. physician is quoted as believing many of his patients are putting on weight because they spend night after night at home eating additional snacks and munching sweets and nuts (drinking beer, too, he might have added). Credence to this point of view, says article, is lent by druggist reports of sharp rise in sale of weight-reducing preparations.

ALL EYES FOCUS ON RCA COLOR PICTURES: Next week will be one of most critical yet in color struggle. RCA demonstrates its system to press and industry for first time since last December, first since CBS system finally achieved commercial status.

If RCA's pictures are as good as claimed, compatible system will be well on its way back to Commission hearing rooms. And if cost, stability and versatility of receiving and transmitting equipment unmistakably fulfill FCC's rigid criteria, the eventual approval of compatible system will be clearly foreshadowed.

Comments of press, subsequent reaction of public, should be watched with extreme care. They're likely to establish tenor of whole battle from now on.

Demonstrations start July 9, 10 a.m., 2 & 4:15 p.m., running daily all week in Radio City's Exhibition Hall for benefit of press and industry. Shows will feature Broadway-TV stars Nanette Fabray, Yma Sumac, Ray Malone, Bob Smith, George Burton, plus Conover models, with Ben Grauer announcing.

Engineers then rest few weeks, return for public showings, network feeds.

* * * *

This week, flat demand that FCC reverse itself came from Congressman Wolverton (R-N.J.), ranking minority member of Interstate & Foreign Commerce Committee. In June 28 Congressional Record, he states:

"It is unfortunate that the decision rendered by the FCC relating to color TV has had the effect of denying to owners of TV sets a system that could be uti-

lized to receive broadcasts in color or plain black-and-white interchangeably.

"The advancement that has been made in this art now makes it possible to have a system that can be interchangeable. The sensible thing for the FCC to do under the circumstances would be to review the decision previously made to the end that the best possible system be made available to the public."

* * * *

FCC Chairman Coy toured RCA's Lancaster tube plant July 2 in company of RCA president Frank Folsom. He saw how tri-color tube is made -- no color demonstration. He made no comment to press, but is said to have been particularly interested in rate of production. Rest of commissioners are due to be invited soon. RCA doesn't indicate whether it will ask Commission to see New York color demonstrations.

Rest of industry, through National TV System Committee (Vol. 7:17-26), is gearing for field tests of compatible system, albeit slowly because of vacations.

In Chicago, Hallicrafters expects shortly to "fire up" tri-cclor tube it received from RCA, is building 20 more chassis for tubes to come. Company has own color generating equipment. Zenith has been testing Rauland-built tube (Vol. 7:26). Admiral and Motorola are known to have color programs mapped out, but they aren't talking about them. Nor is Philco, also very active on color.

To get color signal on air in Chicago, there's good chance Zenith's experimental Channel 2 station (used until recently for Phonevision) may be employed.

Unequivocal stand against CBS system was taken by Olympic this week when it advised its dealers of decision not to make CBS sets, declaring:

"Before long a very superior color system, providing large screen, high-definition color images with excellent color fidelity and complete compatibility will emerge and will have the backing of the entire TV manufacturing industry, as well as broadcasters, sponsors and the public."

But mass production of compatible system can't come until year or more, company estimated. Meanwhile, CBS-Columbia Inc. (formerly Air King) will "gauge" color market, in a sense, with its offering rest of this year of some 25,000 color receivers due for initial deliveries to dealers in September (Vol. 7:26), and various other smaller manufacturers promise sets and slave units.

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CBS's biggest current promotion seems to be via dept. stores. It has loaned sets to Gimbel's, Abraham & Straus and Gertz, in New York area. Estimated 1500-2000 people saw demonstrations July 3. In Boston, Hub Distributors reports that over 1200 dealers attended 3-day showings of CBS-Columbia set.

Reason behind CBS's less-than-all-out campaign, according to July 7 Billboard, is that "CBS believes that the only way to effectively promote color TV is to have people see it for themselves." Thus, CBS awaits fall crop of receivers.

CBS also hopes for lift from sports, is seeking NCAA permission to colorcast Eastern football games, arguing that paucity of sets means no impact on gate. Horse races are first events on sports schedule, with colorcasts of Monmouth Park (Oceanport, N.J.) races set for July 14, 21, 28 & Aug. 4 at 3:45-5:15 p.m.

To coincide with Music Merchants Show in Chicago July 16-19, CBS will feature Columbia Records artists Rosemary Clooney and Frankie Lane in closed-circuit colorcasts in WBBM auditorium, to be viewed on CBS-Columbia sets.

FIRST broadcast station to receive NPA construction authorization (Vol. 7:19-20, 22) was WEKZ, owned by Green County Broadcasting Co., Monroe, Wis. Application got o.k. June 16. Authorization was for a "broadcast building" to cost $10,200. WEKZ was granted CP by FCC March 21 for 500 watts daytime on 1260 kc. Apparently the case for NPA authorization was clear-cut matter of "community need" since there is now no station in Monroe (pop. 6182), 35 air miles south of Madison, 20 miles north of Freeport, Ill., 35 miles northwest of Rockford, Ill.

Operating under its emergency authority, NPA is known to have taken action on applications for construction and alterations by other radio and TV stations since approval of WEKZ, but names of applicants and disposition of their cases haven't yet been disclosed. As of June 16, NPA hadn't denied any applications from broadcasters. Applications cover only the cost of actual construction, not broadcast equipment, which NPA calls "personal property."

New or existing stations may install personal property without authorization if installation cost (as distinguished from cost of property itself) doesn't exceed $2000 in any 12-month period. Construction Order M-4, as revised July 1, specifically mentions "theatre seats, TV transmitter" as examples of personal property.

Personal Notes: John F. Royal's retirement as NBC v.p. is definitely set for Aug. 1; now 65, he's going into consulting business, and *Variety* says his first clients will be NBC and Mexico's Emilio Azcarraga and that he's negotiating to sell his biography as veteran showman for filming as "The Royal Story" . . . **Judge Justin Miller**, NARTB chairman and gen. counsel, off this week with **Forney Rankin**, detached from U. S. Embassy staff in Mexico City, on 6-week Latin American tour for State Dept., studying international radio, notably work of Voice of America . . . **Edward Lamb** and **Stephen Mack** announce new law firm of Lamb & Mack, Security Bldg., Toledo. Mr. Lamb is owner of TV stations WICU, Erie, and WTVN, Columbus. Former partnership of Lamb, Goerlich & Mack was dissolved June 1 after appointment of Mr. Goerlich as associate counsel, UAW-CIO . . . **William H. Hylan** appointed CBS-TV asst. sales mgr. in charge of color TV sales . . . **Norman Boggs**, executive v.p., WMCA, New York, July 23 joins Don Lee as sales v.p., **Ward Ingrim** having been elevated to Don Lee executive v.p. and **Wm. Pabst** elected to board of Thomas S. Lee Enterprises . . . **Reynold Kraft**, ex-NBC-TV sales mgr., recently TV v.p. of Paul H. Raymer Co., named to head new Chicago sales office of Fort Industry Co. (Storer stations) . . . **John William Quinn**, ex-Rural FM Network, Ithaca, N. Y., named production mgr., WBTV, Charlotte . . . **Donald Shaw** promoted to regional mgr., ABC-TV stations dept. under **Richard B. Rawls**; new regional mgr. also is **Carl Cannon**, ex-NBC, Branham and WSMB, New Orleans . . . **James A. Glenn**, photographic engineer, appointed mgr. of new NBC-TV special effects dept. . . . **Theodore P. Wallower** appointed TV-radio timebuyer, Bermingham, Castelman & Pierce . . . **Robert Sawyer** joins Kenyon & Eckhardt as TV-radio supervisor . . . **James N. Manilla**, ex-BBDO, named film supervisor in TV-radio dept., Geyer, Newell & Ganger Inc., N. Y. . . . **Raoul Pagel**, ex-General Service Studio mgr., named production mgr. of Jerry Fairbanks-Official Films operations in Hollywood, first change made by new executive v.p. **Sid Rogell**.

NARTB-TV engineering committee, set up to advise TV board on any or all engineering matters: Raymond F. Guy, NBC, chairman; R. J. Rockwell, Crosley; R. D. Chipp, DuMont; J. G. Leitch, WCAU-TV, Philadelphia; J. E. Mathiot, WGAL-TV, Lancaster; C. G. Nopper, WMAR-TV, Baltimore; J. R. Poppele, WOR-TV, New York.

Jack Kent Cooke, Canada's first TV applicant, has purchased Toronto Maple Leaf baseball club, whose games are broadcast by his CKEY.

TV Factbook No. 13

Rate cards of the 4 TV networks, digests of rate cards with other detailed data about the 107 TV stations now in operation, directory of present or projected TV stations in Canada and Latin America, listing of the more than 400 applications pending for new TV stations—these are main features of *TV Factbook No. 13* due to be mailed to all full-service subscribers July 14. Many other features valuable to station operators, new-station applicants, advertising agencies, film syndicators, etc., will also be carried, including present and proposed vhf and uhf allocation tables broken down geographically and by frequencies. Included with each *Factbook* will be a 20x30-in. wall map showing TV areas with status of stations and network routes. Extra copies of *Factbook* will be available to subscribers at $2.50; to non-subscribers, $5.

FCC Chairman Coy took dim view of some proposed "purity" safeguards suggested by Senate Labor subcommittee studying ethical standards in govt. Testifying July 5, he said Congress conceivably could go too far, though he thought proposed Federal commission on ethics could be valuable in calling attention to practices in regulatory commissions. It may be, he said, some officials are "over-friendly" to groups they regulate, but he believes legislation to ban former FCC members for specific period from joining any private business subject to FCC regulation is "much too restrictive." He added: "Within limits . . . I would prefer a bit of abuse to a generally incompetent staff."

Vigorous opposition to educational channel reservations came to FCC this week, from a TV-savvy educational institution—Western Reserve U, Cleveland. University's Radio-TV Council resolved that "the interests of education can best be served by cooperating with existing commercial TV stations." School, under Barclay Leathem, director of dramatic arts dept., has produced nearly 200 shows over WEWS and WXEL. Says Leathem: "We felt that the university will do a better job and reach more people by concentrating on producing a limited number of excellent, professionally-done programs on a commercial station than by spreading itself thin . . . What we need is not a TV station, but a TV studio, which might be connected to the commercial transmission facilities."

Sen. Johnson's attitude on educational TV was reemphasized this week when he sent FCC copy of letter he received from Syracuse U graduate student Sidney Dashefsky, who is working on master's degree in education, specializing in TV. Student describes and endorses tieup between university and WSYR-TV, wherein school has own studio and studio equipment, and students provide free production help for station's local originations. Dashefsky contends such arrangement, with one additional factor—FCC requirement that stations set aside specific times for school use—is far superior to complete operation of stations by educational institutions.

Sold on uhf, one experienced broadcaster and TV station founder-manager, who attended June 29 showings for FCC in Bridgeport (Vol. 7:26), had this to say: "I can foresee uhf as the program service the majority will eventually receive . . . I am convinced that uhf will work and that its advantages may offset disadvantages (which are mostly the distance you can get good pictures)." He observed reception in 20-mile-distant New Haven, on Zenith, RCA, Crosley and GE converters, termed pictures "acceptable" despite 15-kw radiated power (compared with FCC's proposed 200-kw maximum).

Investigation of TV-radio programs which contain "immoral or otherwise offensive matter, or place improper emphasis upon crime, violence and corruption," is called for by H. Res. 278, introduced June 28 by Rep. E. C. Gathings (D-Ark.). Bill directs House Interstate & Foreign Commerce Committee to conduct probe and recommend legislation "to eliminate offensive and undesirable" programs. NARTB-TV committee to draw up program standards (Vol. 7:25) will be named next week.

FCC was upheld by U. S. Court of Appeals this week in refusing to extend CP of city-owned WJAX-TV, Jacksonville, granted Channel 2 in August 1948 for completion by April 1949 but revoked for failure to pursue construction diligently. Court ruled Commission did not act arbitrarily in denying extension requested last July.

League of American Song Writers has been organized to protect composers of popular music and lyrics, reports attorney Robert Daru, 292 Madison Ave., N. Y.; it differs from ASCAP in that publishers are ineligible for membership.

Station Accounts: New or expanded brewery sponsorships reported during last week: Esslinger Inc., Philadelphia, feature movies, on WPTZ, Philadelphia, thru J. Cunningham Cox, Philadelphia; Terre Haute Brewing Co., Terre Haute, Ind., news and sports, on WFBM-TV, Indianapolis, and WJIM-TV, Lansing; Stegmaier Brewing Co., Wilkes-Barre, Pa., thru McManus, John & Adams, Detroit; G. Kreuger Brewing Co., New York, expanding in South, thru Charles Dallas Reach Co., N. Y.; George Wiedemann Brewing Co., Cincinnati, *Boston Blackie* series, thru Strauchen & McKim, Cincinnati; Brewing Corp. of America (Carlings beer & ale), purchases TV-radio rights to Cleveland Browns pro football games, to be placed on WXEL . . . Rudisco Inc., DuMont Albany distributor, sponsoring Fri. night *Teen Age Barn*, now in third year on WRGB, Schenectady, claims it enjoys highest rating of any local or network TV show; performers are high school and dramatic groups, glee clubs, church choirs . . . Owens-Illinois Glass Co., thru J. Walter Thompson Co., to use TV spots to promote throwaway beer bottles . . . Rockwood & Co. (mint-flavored chocolate wafers) and Quaker Oats Co. (Aunt Jemima cake mix) planning joint campaign in fall to promote use of both products in making cakes . . . American Medical Assn., in campaign against socialized medicine, reported planning to use TV as well as radio, thru Russel M. Seeds Agency, Chicago . . . Local Chevrolet dealers to sponsor 9 grid games of Loyola U, Los Angeles, on KNBH this fall, thru Campbell-Ewald; none of games is Saturday afternoon . . . Among other advertisers reported using or preparing to use TV: Dictograph Products Inc. (Acousticon hearing aids), thru McCreery, Quick & McElroy Inc., N. Y.; Aeolian-American Corp. (Knabe pianos, Aeolian pianola keyboard), thru George N. Kahn Co., N. Y.; Bachman Bakeries Inc. (pretzels), thru Aitkin-Kymett Co., Philadelphia (WPTZ); Olympic Knitwear Inc. (Tish-U-Knit sweaters), thru Sterling Adv. (WABD); Lexor Corp. (Sip-and-See straws), thru Franklin Bruck Adv. Corp. (WABD); Saratoga Racing Assn., thru George R. Nelson Inc. (WABD).

TV network and spot billings have tripled since 1949, but their total increase was only $36,000,000 while newspapers gained $54,000,000 and magazines $24,000,000 in same time. These figures by Harold S. Barnes, director, ANPA Bureau of Advertising, were cited June 27 at Newspaper Advertising Executive Assn. convention in Denver, with admonition that if they fight hard for their medium they have nothing to fear from TV. Mr. Barnes recalled radio's sensational gains in early '30s, said that in present expanding economy there's room for increased budgets in all media.

TV's inroads into newspaper classified advertising have been most serious in used car and real estate classifications. So panel on "competing media" told Montreal convention of Association of Newspaper Classified Advertising Managers last week. *Cincinnati Post* classified ad manager Larry Keller suggested TV is profiting because it is "glamor advertising," despite fact that it produces less sales and is more costly than classified advertising.

TV can be "terrific" circulation builder, Charles Staab, *Cincinnati Enquirer*, told International Circulation Managers Assn. at June 19-21 convention in Washington. He cited 6024 requests for 2 weeks free trial subscription offer made over WLWT during 3 week period, said 35% have remained as regular subscribers. Other speakers claimed TV has not cut into circulation.

More July 1 sets-in-use reported since NBC Research's "census" of June 1 (Vol. 7:25): Fort Worth-Dallas 124,148, up 3148; Utica 45,200, up 1700; Greensboro 70,808, up 1208; Memphis 87,600, up 1100; Washington 270,450, up 5450.

Bids by 4 ad agencies on behalf of potential sponsors for college football games under National Collegiate Athletic Assn.'s "controlled TV experiment" (Vol. 7:23-24) were submitted to NCAA's full TV committee in Chicago July 6. Names of agencies, sponsors and amounts bid weren't disclosed, but TV chairman Tom Hamilton indicated only one agency would be granted contract for network football TV, but other agencies may bid later for rights outside network area (beyond cable). Under NCAA plan, each market district would have 3 of 10 Saturdays when no home game would be televised, and each district would be limited to one TV game on remaining 7; each college is limited to one home game and one away on TV. Francis Murray, U of Pennsylvania athletic director, appeared at meeting at own request to explain Penn's decision to televise home games, defying NCAA plan. Notre Dame has openly opposed plan, and Justice Dept. is still investigating whether plan violates anti-trust laws.

Latest survey by Woodbury College, Los Angeles, based on 10,000 interviews in Los Angeles, San Francisco, San Bernardino, Portland, Denver and Fresno, found: (1) Subscription TV seems to be more welcome than theatre TV—with 50% to 63% (depending on city) willing to pay $1 for top movies and major events on former, while about one-third thought they'd pay $1 for theatre-TV showings. (2) In non-TV areas, desire to have TV was evinced by 57% to 62%, with 47% to 66% willing to buy sets; 55% of Portland respondents and 62% of those in Denver said they've seen TV. (3) In Los Angeles, 16.1% own Admiral sets, 13.8% Packard-Bell, 13.2% Hoffman; in San Francisco area, it's 16.5% Hoffman, 14% RCA, 13.2% Admiral. (4) Wrestling, Milton Berle and Groucho Marx are favorite shows. (5) TV's moral standards are considered somewhat higher than those of movies; about half of respondents feel TV should have equivalent of movie morals czar. (6) About two-thirds would like to see station devoted solely to educational programs. (7) About one-third find TV beneficial to children, and approximately 10% find it harmful, with mysteries considered worst offender.

Average daytime TV viewer in New York spends 10 hours Mon.-Fri. watching programs between 9 a.m.-5 p.m., according to third study on subject by Advertest Research, New Brunswick, N. J. Based on May 4-15 interviews with 765 women, study also shows: (1) Length of ownership has no effect on daytime viewing; those who have owned set more than year watch longer than those who own sets less than year. (2) Almost 95% of daytime viewers watch mostly noon-5 p.m. (3) Daytime viewer watches average of 4 hours, 23 min. at night, compared to non-daytime viewers, 3 hours, 24 min. at night. (4) Daytime TV "homes" numbered 880,750 in May, compared to 631,000 in June 1950, 147,500 in March 1950. (5) Of non-daytime viewers, 50% listen to radio during day.

Interest in community antennas (Vol. 7:2, 7, 11, 21-24) has brought Bell Telephone companies 70 inquiries concerning pole rentals, according to AT&T spokesman. He says Bell system once considered providing complete service itself, but shelved plans because of materials shortages. Competition among equipment manufacturers has grown so great that WESB, Bradford, Pa., seeking to establish service, reports it has been approached by Jerrold, RCA and Technical Appliance Corp. (Sherburne, N. Y.). Latest multiple antenna equipment offered, designed for hotels, etc., with 64 receivers or less, is RCA's SX-7C (7 channels) and SX-4D (4 channels).

WTTV's 660-ft. tower on outskirts of Bloomington, Ind., authorized recently for relay use (from Cincinnati), is intended for station itself, eventually, move to be effected whenever FCC permits. Station also plans to increase height of relay tower at Columbus, Ind.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
July 7, 1951

OUTPUT WAY DOWN BUT FACTORY STOCKS UP: Trends aren't easy to discern these summer dog-days, period of TV-radio plant shutdowns for annual summer vacations. Nor is it possible as yet to calculate, with positiveness, effects of Korean truce.

TV-radio industry is still preoccupied, at moment, with getting rid of its bloated inventory, still hoping against hope for upturn and "normal" fourth quarter.

Main encouraging sign was improvement in June retail sales -- so good for one brand manufacturer that he tells us his wholesale-retail inventories as of June 30 were down 30% in units and 36% in dollar value from low point of May 1; also that he now has virtually no factory inventory.

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But over-all picture for TV-radio trade still isn't good. RTMA this week reported production plunging to 27,109 sets for week ending June 29, just preceding start of most vacations. This was lowest week of year so far, lowest since first vacation week in July 1950.

Factory inventories climbed to new high of 723.909 units as June ended, peak of steady increase during each of the 5 June weeks: 593,633 as of June 1; 621,299, June 8; 669,950, June 15; 713,032, June 22; 723,309, June 29.

Thus 5-week June saw 304,392 TVs produced, as against 522,000 same month last year -- but last year at this time buyers took every set as fast as produced.

Radio production fell to 229,713 units (157,789 private label) week ending June 29, of which 155,549 were auto radios, 47,630 home receivers, 26,534 portables. Radio inventory June 29 was 419,002 vs. 417,153 June 22 (Vol. 7:26). June's total radio output was 1,429,493 vs. 1,539,000 in June 1950.

For first 6 months of 1951, TV production totaled 3,312,357, somewhat ahead of the 3,136,300 recorded for first half 1950. Radios were 8,374,741 vs. 7,333,600. Of 1951 TV production, 2,196,669 were produced in first quarter, 1,115,688 second, compared with 1,605,200 in first quarter last year, 1,531,000 in second quarter.

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Federal Reserve Board continues firm against any relaxation of Regulation W, but Congressional pressures may result in easier terms for TVs along with autos and other goods. House bill due for vote next week specifies down payment of 15% and 18 months to pay, which Senate-approved bill does not.

Treasury is still asking for stiffer excise taxes, citing TV as example how present 10% excise amounts to only 6% at retail level as against 17% on admissions, toilet goods, luggage, etc. House bill makes no changes in present 10% excise.

AFTER KOREAN CEASE-FIRE, WHAT? Aftermath of Korean peace could bring, in opinion of several major manufacturers engaged in both military and civilian electronics:

Period of deflation, marked by (1) stretching out of govt. contracts, and (2) continued poor civilian business.

If materials restrictions are relaxed, if materials get cheaper, then there may be cheaper TV-radio receivers. But that would be meaningless if unemployment results and buying power disappears.

Electronics industry leaders, no less than those of other arms industries, see plenty of trouble ahead for everybody if Russians are pulling tricks to get us to disarm or slow down rearmament. They go along with Defense Mobilizer Wilson, whose second quarterly report to President July 4 warned against any letdown.

Mr. Wilson reasserted that output of consumer durables "will be reduced" in third quarter, but he stated that because of high first-quarter production "supplies available to consumers during remainder of this year will still be high." He did not

mention TV or stick out his neck, as he did in last report, when he estimated that TV output this year would be 7,000,000. He said:

"Military production is still for the most part in the 'tooling up' stage -- the period during which orders are placed, blueprints drawn, subcontracts worked out, and production lines organized...

"The military production program is highly selective in character. It is heavily concentrated in those items in which obsolescence has taken the largest toll on our World War II surplus stocks -- and is therefore particularly heavy in aircraft, combat vehicles and electronic equipment. The program also emphasizes new weapons, such as guided missiles, and items for which long periods of time are required to organize production and to subcontract for component parts."

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Despite Wilson's warnings, it's generally expected that any cease fire will affect military procurement and production. Tempo may slacken a little, arms appropriations may be whittled down, since we will no longer be fighting a war on top of our rearmament effort. This could mean lesser degree of tightening of materials availability during fourth quarter -- but any actual loosening still appears to be out of the question. Some NPA officials feel best that civilian industry can hope for in fourth quarter is same amount of materials as in third quarter -- but this is pure conjecture. Less metals are likely in fourth quarter, as military programs reach the production stage.

ELECTRONICS—FASTEST GROWING INDUSTRY: Riding TV boom, electronics has leaped in 3 years to major industry rank -- and "at the rate it is going...will some day crowd the dynamically expanding chemical industry as the premier industry in the second half of the century."

Thus Fortune Magazine for July evaluates "The Electronics Era" in exciting and well-documented article.

Today, electronics sustains estimated $2.5 billion industry, says author Lawrence P. Lessing, whereas in 1940 it barely went beyond $500,000,000 [of which about $175,000,000 represented factory value of radio receiver output -- TV being then virtually non-existent].

With defense orders, factory output should be worth $5 billion next year, Fortune reckons, and "in any all-out war that would be run up to $10 or $15 billion a year, greater than the whole aviation industry and 3-4 times the electronic peak in World War II." Other highlights from Fortune article:

New electronic industries have sprung up like weeds -- as exemplified by aviation's heavy preoccupation with electronics (Vol. 7:4). One-third to half the cost of military aircraft is in electronic equipment, and aircraft firms now have "electronic orders running into the hundreds of millions...Bendix alone has backlog of $475,000,000."

But TV industry's woes are just beginning. Trade slump will be followed by lag between material shortages and defense production. Defense business this spring ranged "from less than 5% for RCA to about 25% for GE's electronics dept." And these dim prospects lie ahead for TV-radio manufacturers --

TV production will be cut "at least in half" by fall, when defense program will show its first real impact. Cut won't be forced by direct defense business, though, but "by the increasing pinch in nickel, cobalt, tungsten and steel for other defense needs and stockpiling."

Defense orders will bypass most of TV industry. "Even when defense production of electronics hits its stride -- about March 1952 -- it will not employ much more than 15% of the industry's capacity. Many makers of radio and TV receivers only, therefore, do not have enough defense orders to take up the forced cut in civilian production.

"Heavy military business has gone outside the industry proper to such specialists as Western Electric, Federal Telephone & Radio, Sperry and the aircraft companies. And the big orders in the industry have gone to such basic companies as

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GE, Westinghouse, Raytheon, RCA and Sylvania, having engineering and research staffs big enough to handle heavy engineering requirements of military electronics."

"A tiny bombshell," says the writer, threatens technical revolution in electronics' most basic department, the tube industry. Shaking industry's foundations is the little transistor, which can be housed in cartridge the size of a pencil eraser and can do most of the things a vacuum tube does -- but with no vacuum, no glass tube, no heat required, and practically indefinite life.

"More revolutions of profound impact on industrial society" are in progress through electronics than through any other technology. Impact may be strongest in these 4 new growth areas: (a) mobile 2-way radio, (b) microwave relay, (c) industrial instruments and controls, (d) computers or "electronic brains."

Topics & Trends of TV Trade: Their passing has gone almost unnoticed—but fact is that, one by one, quite a few small TV manufacturers have quietly been giving up the ghost. Many think more will have to do so, considering hard times now facing an industry that was riding high and handsome this time last year.

In compiling directory of Television Receiver Manufacturers for our semi-annual *TV Factbook No. 13*, to be published July 15, we come up with only 91 companies claiming to be making TV sets, plus 13 TV-radio manufacturers in Canada. This compares with 98 in Factbook No. 12 of Jan. 15, 1951, well over 100 in early 1950.

No brand-name manufacturer has disappeared from rolls, but over last 6 months such names as Altec-Lansing, Natalie Kalmus, Mercury, Reeves Soundcraft, Rembrandt, Tru-Vue, U. S. Television, Videraft have disappeared as set makers, among others. None ever did cut much ice in receiver production, and Videraft was among the several which since start of year have gone through bankruptcy proceedings (Vol. 7:26).

Lists of 37 picture and 11 receiving tube manufacturers remain virtually unchanged, except for addition of Westinghouse, still making ready.

One copy of the semi-annual *Faetbook*, whose lists of telecasting stations in operation or applied for are kept up-to-date with weekly Addenda, will be sent to each subscriber to the full TV services of *Television Digest* at no additional charge. Extra copies are available to all subscribers at $2.50 per copy. Volume carries no advertising.

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RCA entry into white goods field, also other appliances, subject of published reports this week, brought statement from president Frank Folsom that "RCA is always studying new fields and new products" but that "we couldn't do anything about new lines now, even if we wanted to, in view of materials restrictions." Merchandise-wise Mr. Folsom, onetime Montgomery Ward executive, was said in reports to be looking for new items to counterbalance seasonal trends in TV-radio-recording lines.

Plant Expansions: GE announces plans for 150,000-sq. ft. electronic tube plant at Anniston, Ala., costing $6,000,000, employing 2000, to be ready early next year; tube divisions mgr. J. M. Lang said it will permit further concentration on specialized tube types . . . GE's subsidiary Precision Laboratories Inc., Irvington, N. J., July 5 announced new 20,000 sq. ft. plant about 12 miles west of Newark, 5 miles from present factory, to make metal parts for TV, radio, other tubes; it will double Irvington factory's capacity, said E. L. Hulse, mgr., components div.

Picture tube sales continue to reflect low set production rate. RTMA reports May sales totaled 229,250, compared with 278,955 in April, 608,396 in March. Value of tubes was $5,120,553; 80% were 16 & 17-in. rectangular, and 1914 were 24 & 30-in. Year's total to end of May was 2,330,998, worth $61,882,188.

Trade Miscellany: Sylvania's "mystery" picture tube device for greater viewing comfort (Vol. 7:25) may have rival in new GE picture tube promising greater contrast; secret is "transparent" phosphors heightening blacks on face of tube . . . Scott Radio third to announce 24-in. receiver (others are GE, Stromberg)—out with console called "Wellington" with proposed list of $645, including tax and warranty . . . DuMont's Ernest A. Marx, gen. mgr., receiver sales div., recently returned from TV survey abroad, is author of roundup in July 3 *Retailing Daily*, providing invaluable data to firms interested in export markets. It details transmission standards, type of electric current, currency situation in 16 different countries . . . Standard Transformer Co., 3580 N. Elston Ave., Chicago, has new TV catalog listing about 1500 models and chassis made under 79 brand names . . . Pittsburgh Steamship Co.'s 7 ore boats plying Great Lakes equipped with TV sets, tests having proved reception in many areas excellent . . . RTMA has asked Govt. to protest trade-marking of word "electronic" in Chile, being proposed by Compania Electro Industrial Ltda., Santiago, claiming it's a dictionary word derived from generic word electron.

Merchandising Notes: TV servicing eventually will be like automobile servicing, customers paying for specific jobs—and the business can be profitable under good management, sound accounting system. That was gist of June 26 NARDA convention speech by Crosley sales v.p. W. A. Blees, himself a veteran of automobile business . . . One-day "cash and carry" TV set servicing is unique setup instituted by dealer Mort Farr, Upper Darby, Pa., who is also NARDA president. Idea is to have customers deliver set on way to work in morning, pick it up on way home—saving both time and cost of transportation . . . TV dealers advertising sets not actually available for sale are liable to prosecution, says New York Better Business Bureau, quoting Markets Commissioner Masciarelli and citing recent fine of $300 against Dynamic chain for such offense. Industry was urged to adopt own fair practice rules . . . Capehart-Farnsworth's export sales mgr. A. J. Gilardi reports order for 11,000 TV sets from Compania Standard Electrica, S.A., of Argentina, also affiliated with IT&T; Capehart now appointing distributors in various Latin American countries.

Improved TV-radio sales by New York dept. stores in June were noted in monthly *Herald Tribune* survey, reporting 7 out of 11 registered increases over June 1950, with 82% best gain; it was month of New York's price war, with over-all sales gaining 14%.

New transistor, device replacing vacuum tubes for some purposes, was announced by Bell Labs this week. Called "junction" transistor, it's claimed to be capable of taking 1 microwatt, amplifying it to 1 watt.

Gates Radio, Quincy, Ill., entering TV transmitter field, will supply vhf & uhf equipment, including cameras, antennas, etc., of other companies.

Among the 100 top national advertisers in the 4 major media during 1950, according to Bureau of Advertising, American Newspaper Publishers Assn., RCA ranked 26th, spent $6,509,622 (newspapers $3,168,624, general & farm magazines $1,522,691, network radio $906,155, network TV $912,152.) Philco ranked 28th, spent $5,951,494 (newspapers $2,373,382, magazines $948,418, network radio $1,618,266, network TV $1,011,428). Admiral ranked 38th, spent $4,542,170 (newspapers $2,724,631, magazines $1,023,659, network radio $34,347, network TV $759,533). Motorola ranked 48th, spent $3,399,657 (newspapers $2,046,758, magazines $1,066,549, no network radio, network TV $286,350). Zenith ranked 92nd, spent $1,927,219 (newspapers $792,991, magazines $1,134,288, no radio or TV). Note: Foregoing does not include dealer cooperative advertising, trade papers, national radio and TV spots. GE (ranking 10th) is listed with $694,933 expenditures for network TV, $39,650 for network radio; Westinghouse (32nd), $673,920 & $152,895; Avco (45th), $270,795 & no radio—but the ad expenditures of these big advertisers cover big lists of appliances generally, not just TV-radio apparatus.

Canada's credit restrictions, like those in U. S., are blamed for slowdown in demand for TVs, with May production 75% down from April, 82% from March. Radios dropped, too, down 42% from April, 50% from March. Canada requires one-third down payment, 12 months to complete installments. According to Canadian RTMA, 1116 TVs were sold by factories for $555,257 during May, with inventory of 8335 units as month ended. Table models under $400 list totaled 305, over $400 totaled 418. Consoles under $500 totaled 34, over $500 totaled 332. TV-phonos numbered 27. Windsor area (Detroit) took 37% of May sales, Toronto-Hamilton 35%. First 5 months of 1951 cumulative unit sales were 19,577, valued at $10,752,979. Cumulative TV sales to May 31 were 57,400 valued at $27,029,562, with 43% in Windsor area, 35% in Toronto-Hamilton, 17% in Niagara Peninsula, 5% in other areas.

There's no FM receiver shortage, say manufacturers—but FM broadcasters insist there is—leading joint RTMA-NARTB FM committee meeting in Washington June 26 to agree that broadcasters will advise manufacturers when their areas run short. Manufacturers' survey showed 145,059 AM-FM sets in distributor inventories, 42,872 at factories as of May 25. During May, radios with FM turned out by factories totaled 75,337, 12% of all home sets. Demand for FM is greatest in South-Southwest. At recent Chicago furniture mart, radios were reported selling fairly well, at least by contrast with TVs, with AM-FM table models and portable radios in best demand. But console sales were down.

Color impact on trade, according to *Retailing Daily* roundup, has brought these reactions, among others: (1) Sales resistance because of color, still not very prevalent, is generally countered by salesmen who tell customer adapter and converter may be added when desired—at total price no greater (perhaps less) than that of complete color set which won't be here for some time. (2) Sales of small-screen trade-ins may improve because of presumed easier convertability to color.

Export market continues sizable factor in radio economy, amounting during April to $12,150,159 vs. $5,840,072 in April 1950, reports Commerce Dept.; included were 7545 radios at $1,291,226, 6566 auto sets at $208,991, transmitter & receiver parts and accessories valued at $1,456,424. No TV exports were listed.

Color TV imitations keep cropping up, most persistent being rash of transparent colored films offered as equipment "bringing color to TV." In Huntington, W. Va., some 1000 people crowded Frankel's Appliances Store to see devices shown by Marvel-Lens Industries, Philadelphia.

Financial & Trade Notes: Though TV business is slow and Belmont plant in Chicago has been operating at low level, Raytheon's fiscal year ended May 31 saw sales and earnings higher than for any year save during World War II. Company, moreover, has more than $100,000,000 worth of govt. orders on books, reports president Charles F. Adams Jr. Full-year sales figures haven't yet been released, but during 9 months ended Feb. 28 sales were $64,000,000 compared with $39,000,000 in same 9 months a year earlier and $59,533,000 for full year ending May 31, 1950. Despite higher taxes, net profit for year is estimated in excess of $2,000,000, compared with $935,413 (49¢ a common share) the preceding year.

Miscellany: ABC directors Wm. Zeckendorf, New York realtor, and Earl E. Anderson, a v.p., sold 2000 and 1900 shares, respectively, in May—all the former's holdings, and leaving Mr. Anderson with 6600 shares . . . P. R. Mallory & Co. sales believed to have exceeded $24,500,000 for 6 months ended June 30, reports *Wall Street Journal* . . . Avco (Crosley) has borrowed $10,000,000 to finance present and anticipated defense production, 3¾% loans to Sept. 1, 1970 negotiated with Prudential and Metropolitan insurance companies through Emanuel, Deetjen & Co. and Lehman Brothers . . . Net income of WJR, The Goodwill Station Inc. (Detroit) for quarter ended March 31 rose to $165,382 (32¢ a share) from $152,696 (30¢) for same period last year.

Glowing report on CBS by Thomson & McKinnon, New York stockbrokers, calls it "quarterback in a growth industry," says it's "calling the signals" and points to its "cornering of the Sunday night radio time with a galaxy of performers," then the introduction of LPs, color victory before Supreme Court, initiation of reduced radio time rates, acquisition of Hytron.

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Production of 2,200,000 to 2,500,000 TVs during second half of 1951, making nearly 6,000,000 for year, is foreseen by Packard-Bell executive v.p. Robert S. Bell. In talk to Los Angeles Security Analysts Society June 27, he said he thought one or two good sales months could clear out "present 1,500,000 total inventory," revealed Packard-Bell has $8,500,000 in govt. contracts.

AFL Electrical Workers Union, Local 1031, has sent letter to President Truman blaming layoff of some 13,000 TV-radio factory employes in Chicago area on FCC freeze, Regulation W, lack of defense contracts.

Trade Personals: Robert Paxton, GE v.p. in charge of manufacturing policy, named executive v.p. to succeed Hardage L. Andrews, retiring after 41 years service . . . William V. O'Brien, ex-commercial v.p. & asst. mgr. of marketing policy, promoted to commercial v.p. & mgr. of marketing, GE apparatus marketing div., succeeding Chester H. Lang, now public relations v.p. . . . W. Benton Harrison Jr. named treasurer of Sylvania, succeeding Max F. Balcom, who now devotes full time to post of chairman . . . Fred Abrams, recently working on govt. contracts, promoted to head new Emerson Radio parts sales-service div., assisted by William Kay, parts dept. mgr., and Harold Bernstein, service dept. mgr. . . . Sydney J. Mass named sales mgr., Edmund D. Lucas Jr. adv.-public relations mgr., Jerrold . . . Tyler Nourse, ex-*Broadcasting Magazine*, joins information staff of RTMA, Washington . . . Charles Andress has resigned as sales mgr., Admiral-New York . . .

William C. Grunow, 58, founder with B. J. Grigsby of old Majestic Radio and in late '20s one of radio industry's first millionaires, died July 6 of heart attack in Hotel Stevens, Chicago. He made and lost several fortunes, lately has operated prosperous poultry farm at Lake Geneva, Wis.

Mobilization Notes: Sizzling report of Senate Armed Services "watchdog" subcommittee makes it clear that tungsten is one of most critically short materials, pins blame directly on Army and Munitions Board (not present board headed by John D. Small).

Explosive 55-page report, issued July 4, says nation's supply of the strategic metal used in armor-piercing shells, jet engines—and indispensable in electronic tubes—"is little short of desperate . . . The harsh, inescapable fact is that we can foresee nothing short of a miracle that will produce enough tungsten for the combined essential needs of ourselves and our allies."

Stockpiles have gone "down to the danger point" because Munitions Board failed to buy up and store adequately from July 1946 to July 1950, report says, and as a result "the United States and the free world stand on the verge of tungsten starvation." There won't be enough to go around, report predicts, even if production is increased, more efficient methods found and non-essential uses slashed ruthlessly.

Senate group estimated U. S. civilian requirements at 14-15,000,000 lbs. a year. Domestic output for 1951 was forecast at 5,450,000 lbs., imports at 7,000,000 lbs.—leaving potential deficit of 2,000,000 lbs. for civilian needs alone, not considering military or stockpile requirements at all. Far Eastern warfare cut off Chinese and Korean supplies of tungsten. Korean mines are now being reopened, but it may take years to get them back to full operation.

Report climaxes period of increasing concern by govt. control officials over tungsten situation. Tungsten pinch hasn't been felt yet by electronic tube industry because of long lead time involved in drawing the metal into filaments, but production planners who are hep to electronics industry are forecasting it will be by far most serious shortage to hit civilian TV-radio. NPA officials are predicting tube makers will really begin to feel tungsten shortage some time in fourth quarter. August allocation of tungsten to tube industry, made this week, was about the same as July's—but more of it will be used to make military tubes, less for civilian tubes. At the moment tube makers are more worried about nickel shortage than about tungsten.

"Watchdog" committee urged: (a) Prompt decision by Defense Dept. on feasibility of new process for making tungsten carbide. (b) Immediate Munitions Board authorization of tungsten metal powder and tungsten carbide stockpiling. (c) Govt. be made sole importer and reseller of foreign tungsten. (d) Program to stimulate foreign production. (e) Determination of whether custom mills and a retreatment plant are needed.

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Appeal for more copper by NPA Electronics Div., to be used for essential civilian electronic products under CMP (Vol. 7:26), was granted by DPA July 5. CMP programs in electronics industry originally had been allotted 24,360,000 lbs. of copper, but appeal provided 750,000 more. In addition, DPA shifted copper allocations from some electronics programs to others where allotments were seriously short—resulting in about 3,000,000 lbs. extra for areas of electronics industry which were short-changed by original allotments. At week's end, supplemental allotments were going out to manufacturers whose dole of copper originally had been cut to the bone. Electronic programs also were allotted 56,500 tons of steel, 13,200,000 lbs. of aluminum.

New CMP "Class B" product list, issued this week by NPA, covers more territory than old list, but still leaves much to be desired. It's supposed to be listing of all Class B (civilian type) products and components, with appropriate code numbers and NPA industry divisions, for use by manufacturers filling out CMP forms for fourth quarter. Added to list, assigned to Electronics Div., are radio and TV transmitting and receiving antennas, aural and video link and relay equipment, radiosondes, antenna rotators, TV boosters, TV focus devices, deflection yokes, commercial recording turntables, radio frequency converters (including uhf converters). Color converters and adapters aren't listed, but are expected in next revised list. Intercommunication equipment has been transferred from Communication Div. to Electronics Div. Telephone and telegraph radio relay equipment is listed twice—under Electronics and under Communications Div., where it appeared in last list. NPA officials say latter listing is erroneous.

No certificates for tax aid were granted for expansion of electronic production facilities week ended June 29, but DPA did issue authorizations for rapid amortization in these related fields: Molded Insulation Co., Philadelphia, for production of cable connectors and radiosonde equipment, expansion estimated at $370,000, of which 75% will be written off in 5 years for tax purposes; Curtiss-Wright Corp., Caldwell, N. J., flight trainers, stimulators, radio aid units, $70,137 at 85%; Helipot Corp., South Pasadena, Cal., potentiometers, $53,623 at 85%; GE, Schenectady, research and development, $41,000 at 75%; Buck Engineering Co., Freehold, N. J., oscillators, $4247 at 85%.

Technical and scientific laboratories can assign themselves priorities to obtain small amounts of critical materials under NPA Order M-71, issued June 26. Order also makes provision for NPA assistance to laboratories requiring larger amounts. NPA said this action doesn't permit use of materials acquired under the order for making trial production runs of experimental models, or for "experimental models to be distributed for promoting sales or creating consumer demands."

About 50% of the cobalt required in jet engines can be saved by substitution of more plentiful alloy as result of conservation program by National Advisory Committee for Aeronautics, Defense Mobilizer Charles E. Wilson revealed in second quarterly report on defense program. TV-radio industry is now using cobalt (speaker, focus magnets) at one-fourth last year's rate.

How to form production pools—groups of small businesses pooling facilities and know-how to obtain defense contracts—is detailed in new DPA booklet, *Production Pooling for Defense.* Advantages and disadvantages of pools and immunity from anti-trust laws are also treated in pamphlet, available from Commerce Dept. field offices.

Common questions about CMP are answered in new booklet, *Questions and Answers on the Controlled Materials Plan*, available from NPA and Commerce Dept. field offices.

Philadelphia Signal Corps Procurement Agency has moved to 225 S. 18th St.; New York regional office now at 180 Varick St.

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Those ancient light bulbs—unfrosted, with pointed tips, straight filaments—which went out of manufacture about 1925, seem to be "naturals" when it comes to causing TV interference. Number of engineers have called attention to them lately; but it's hard to tell how important they are. Bulbs are generally in attics, basements, closets, etc., where they get infrequent use. In any event, it's easiest type of interference to stop—by replacement.

Three-dimensional TV—suitable for black-and-white or color—is claimed as one application of new stereoscopic movie film developed by Air Force Maj. Robert V. Bernier, demonstrated June 3 at Wright-Patterson Air Base. Spectators wear Polaroid glasses to view picture, but unlike other 3-dimensional film systems, Maj. Bernier's invention uses single conventional movie projector.

Telecasting Notes: Advertising Council is preparing campaign, including TV, seeking 25,000,000 membership and $3,500,000 funds to support Crusade for Freedom—theme being "Help Truth Fight Communism." Bakelite's Allen Brown is serving as volunteer coordinator, with Hewitt, Ogilvy, Benson & Mather as volunteer ad agency . . . Springfield, Mo., getting some "fringe" service from Kansas City, 147 miles away, will have TV applicant shortly—Springfield Television Inc., formed by Lester E. Cox and *Springfield News* and *Leader & Press* (KGBX) . . . "Banks Now Open to TV Loans," reads headline in June 29 *Hollywood Variety*, which relates that big Bank of America, once chary of financing TV deals, now is amenable. Story refers to TV film production, which it says bank is already financing . . . New York Board of Education joins with WPIX to present vocational guidance and home industries series titled *The Living Blackboard*, starting about Oct. 15; it's estimated by board that there are TVs in homes of 80% of students prevented from attending school by illness or physical disabilities . . . CBS-TV and Blatz see no grounds for squawk of National Assn. for Advancement of Colored People that new all-Negro *Amos 'n' Andy* film show (Thu. 8:30-9) depicts Negroes in derogatory manner—alleged in resolution passed at Atlanta convention last week. First performance drew accolade from critic John Crosby, who called it "darned good comedy show," though he doubted it would go 25 years, as did radio show . . . Republic Pictures' first releases to TV will be 200 full-length films, half being Roy Rogers, Gene Autry, Red Ryder westerns, reports July 7 *Billboard*. Legal action taken by Rogers to halt releases (Vol. 7:26) has led Republic to promise to indemnify sponsors and agencies . . . Los Angeles Superior Court jury, after month's trial, on July 3 awarded $800,000 damages to John Masterson, John Reddy and John Nelson, producers, upholding contention KLAC-TV's *Wedding Bells* plagiarized their radio show *Bride & Groom* . . . Walter Winchell being kinescoped during current ABC radio broadcasts to work up suitable TV format . . . WXEL, Cleveland, adding 11,000 sq. ft. to studio-transmitter building at Parma, O., including 45x50-ft. studio 2 stories high; also planned are downtown offices and small studio in $500,000 expansion.

Proposed sale of WOW & WOW-TV, Omaha, is being kept closely guarded secret, pending inquiry by principals into feasibility of $2,500,000 purchase in light of 19-year-old leases on physical properties held by Woodmen of World Insurance Co. Only thing divulged is that Tom O'Neil recently looked over plant with view to buying for General Tire's Yankee-Don Lee string, to which Los Angeles' KFI-TV was recently added (Vol. 7:23), but he's not now involved. President of WOW Inc. is Francis P. Matthews, recently Secy. of Navy, newly appointed Ambassador to Ireland. Estate of late John Gillin owns 25%.

Hibbing, Minn., iron ore capital, seeks TV outlet in sole application filed this week—by Head of Lakes Broadcasting Co., which operates WMFG, Hibbing, and WHLB, Virginia, Minn., as well as WEBC, Duluth. Channel 10 is sought. Same interests (Morgan Murphy-Walter Bridges) also have applied for TV in Duluth and Madison, Wis. (WISC). FCC this week also got request from John L. Booth interests asking for Channel 3 instead of Channel 8 in Saginaw, Mich. (WSGW). [For further details, see *TV Addenda 12-Z* herewith.]

"Plenty of buyers" for AM properties reported by brokers—but not nearly as many for sale as TV impact would portend, they say. Latest reported deal is for WCOL, ABC outlet in Columbus, O., with Airtrails Inc. as purchaser. Airtrails is headed by Secretary of Commerce Charles Sawyer, who owns WING, Dayton, and WIZE, Springfield, O.

Ex-CBS director Isaac D. (Ike) Levy met this week with RCA president Frank Folsom, just before Levy sailed for Europe July 3 to arrange for more film footage to be handled by Official Films Inc., of which he's chairman. Levy has sold all his CBS stockholdings (some $3,000,000 worth), is now devoting entire energies to his film production and syndication project—convinced future TV programming is primarily dependent on film (see Film Trend to TV Looks to More Stations; Vol. 7:22). On that score, he and Folsom found themselves in agreement, despite fact RCA owns NBC-TV network; also noted was fact RCA chairman Sarnoff holds similar views. Like ABC and CBS, NBC has acquired Hollywood property with ultimate object of producing films as well as live shows for TV.

"Future fabulous, present painful" is how *Wall Street Journal* sizes up young TV film production industry in July 5 Hollywood-dated article. Bank of America official is quoted as saying he's counted 250 films made by shoestring enterpreneurs "which never even got a good nibble from a buyer." Networks and ad agencies are cool to small producers, and one of biggest obstacles is present low TV advertising budgets: "Last year advertisers spent a total of $162,000,000, on TV, about one-ninth of the amount movie-goers laid down at the boxoffice." TV film folk are anxiously looking to freeze-end and new stations, meaning wider field of syndication, but bankers who are financing the small film companies are still dubious whether new film industry will ever pay, article says.

Number of movie theatres actually increased from 19,094 to 23,120 since 1948, or during period of TV's greatest growth, impelling Arthur L. Mayer, executive v.p., Council of Motion Picture Organizations, to state reports of adverse impact of TV are "entirely erroneous." Recent theatre closings, he said, were small, marginal operations, more than offset by new openings, especially of drive-ins, actually increasing today's total seating capacity. "With a weekly attendance estimated at 60,000,000, picture theatre operators are mystified by the repeated assertions that their business faces a dubious future," said Mayer. However, he said he must admit that "the competitive forms of entertainment have made inroads and the battle for the entertainment dollar is very severe."

Assurances, once again, from United Paramount Theatres' president Leonard Goldenson that proposed merger with ABC (Vol. 7:21) does not mean ABC radio operations will be vitiated: "While it is TV that holds forth the promise of growth," says his letter last week to stockholders accompanying proxy calling July 27 ratification meeting, "we believe that radio, adapted to the new competitive conditions arising from the expansion of TV, can and will continue to be a vital and popular medium of entertaining and informing the public, as well as being a profitable business investment."

U. S. film transmission, up to now inferior to British because of fact latter's TV system has 25 frames (very close to film's 24), should show great improvement if Bell Labs new scanner gets wide usage. Scanner employs 2 electronic servos to eliminate jitter and flicker, produces picture that is "very, very good—better than anything on the air today anywhere," according to *Electronics* editor Donald Fink. July issue describes equipment which Bell plans to license others to build.

Screen Actors Guild defeated Television Authority July 3 by total vote of 438 to 48 in 6 contested NLRB elections in Los Angeles. Results also cover some production in New York. Vote by studios: Apex, SAG 123, TVA 6; Bing Crosby Enterprises, SAG 76, TVA 15; Cisco Kid Pictures, SAG 42, TVA 3; Hal Roach Studios, SAG 41, TVA 4; Jerry Fairbanks, SAG 68, TVA 12; Flying A Pictures, SAG 89, TVA 8.

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WITH AM / FM REPORTS

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In This Issue: Compatible Color—Little Doubt Now, *page 1.* | RCA Color—Press & Industry Opinion, *page 4.* | Theatre vs. Home TV—Battle Joined, *page 7.* | 'End-of-Freeze' Drive in High Gear, *page 8.* | Status of: Building Curbs & ABC-UPT Merger, *p. 10.* | No Hiatus Yet in Factory Inventories, *page 11.* | Outlook for Metals and Repair Parts, *page 11.* | Topics & Trends, Financial & Trade, *pages 12-13.*

YOUR TV FACTBOOK No. 13 IS READY: Subscribers to our full TV services are receiving, via first-class mail herewith, 13th (July 15) edition of our semi-annual TV Factbook -- a compendium which has become the standard reference guide of the telecasting, TV manufacturing and related industries. Its 96 pages compare with 72 pages in edition preceding (Jan. 15), and these are the major new features:

(1) Analysis of The 162 Most Important Markets of the U.S., showing TV outlets, if any; population, dwelling units, retail establishments, retail sales volume. Tables prepared from study by J. Walter Thompson.

(2) FCC's proposed new VHF & UHF allocations by states & cities and by channels. Educational channels and proposed station shifts indicated.

(3) Directories of Engineers and Attorneys Specializing in TV.

(4) 34x22-in. wall map in color, showing present TV areas and actual and projected coaxial-microwave network routes, 1951-52.

All former directory & reference sections are continued, brought up-to-date -- such as latest rate cards, facilities, personnel of the 4 TV networks; digests of rate cards with personnel and data about the 107 existing TV stations; listings of Latin American & Canadian TV stations, actual and projected; details of 416 pending (frozen) applications for new stations; directories of the 92 TV set manufacturers, the 13 in Canada, the 38 CR tube and 12 receiving tube manufacturers, the 27 makers of TV transmitter and associated equipment.

There are also list of 465 firms offering films and other program services to stations; directory of TV station sales representatives; and miscellaneous other listings such as ownership of stations by newspapers, networks, etc., experimental stations, trade associations and groups, labor unions, etc. TV-radio production by months since 1946 and latest count of TV-sets-in-use by areas are chronicled.

Extra copies of the TV Factbook cost subscribers $2.50, non-subscribers $5.

COMPATIBLE COLOR—LITTLE DOUBT NOW: Compatible color took giant stride back to FCC hearing rooms this week when RCA presented series of New York demonstrations, which left little doubt that its promises of 2 years ago have been fulfilled. Reactions of press, industry and public (see roundup of views, p. 4) should make that clear. The questions which immediately arise, however, are these:

(1) When will FCC reconsider a compatible system?

(2) Who will take it to Commission -- RCA or NTSC?

(3) Can CBS system entrench itself before FCC reopens the color issue?

First and most important criterion -- color fidelity, trueness to life -- is about tossup between RCA and CBS at this stage of game, in opinion of average lay observer. RCA's remarkable skin tones are generally balanced against CBS's "more brilliant" colors.

Clamor for "side-by-side" comparison of systems has arisen on part of newsmen and industry observers alike -- spontaneous evidence that over-all quality of

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the systems strikes most people as comparable today, even forgetting potentials.

RCA obviously learned from CBS's mistakes in showmanship. Demonstrations were half-hour or less, no more than couple minutes for each bit, no commercials. Featured were singer Nanette Fabray, dancer Ray Malone, Howdy Doody, George Burton and love birds, South American singer Yma Sumac.

Smooth switching between 2 cameras enhanced program, demonstrated system's stability. Color remained exactly same with both cameras.

Ace card was remote pickup from swimming pool at Palisades Park, N.J., microwaved on 7000 mc across Hudson, with Buster Crabbe and girl swimmers. Obviously, this was to show FCC that its fetish -- "RCA can't do a remote because its system is too delicate to trust out of the studio" -- is unfounded. Proof was conclusive.

RCA's other major pitch was compatibility. With big July 8 ads in New York papers, it invited viewers to report on quality of black-and-white reception of its color transmissions. According to RCA, NBC switchboards were jammed with calls attesting to excellence of reception. If home viewers saw what we did in studio, they enjoyed better monochrome pictures than they've ever seen. By week's end, RCA-NBC said more than 8000 enthusiastic calls, cards and letters had been received.

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Our own evaluation of RCA color quality is as follows:

Color fidelity was generally excellent, skin tones perfect. Buster Crabbe's suntan looked like a suntan. CBS's colors are sometimes more brilliant. RCA claims they're unnaturally "garish". This is purely subjective. Some people like color "brighter" -- "natural" or not. Other preferences tend to "softer" values. But everyone insists on proper skin tones.

Saturation of colors, or "brilliance," may be varied to suit taste, according to RCA engineers. It's a matter of adjusting "chroma" controls.

CBS's pictures are "crisper" on closeups. RCA's give much more detail on long shots. This may well be because of difference between tri-color tube, with its dot structure, and CBS's rotating filters.

Systems should be compared with tri-color tube on both. It's manifest that relative "brilliance" and "sharpness" would then be clearly demonstrated.

CBS now has 3 tri-color tubes, got them from RCA as licensee for receivers, tubes, transmitters. But it's mum on whether tubes have been tried out -- though its Hytron officials have stated they also are working on tri-color tube. Delegation of 20 CBS topkicks saw RCA pictures July 13, had no comment. Included were Messrs. Paley, Stanton, Murphy, Goldmark, Lodge, Coffin, Cogan, Rosenman, Salant.

With color fidelity a close race between the two systems today, real superiority of compatible system comes to fore -- completely aside from basic issue of compatibility. There's no flicker, no breakup, no fringing -- plus vastly greater resolution and almost unlimited brightness ceiling. RCA hasn't yet reached optimum brightness, but there's nothing in system to stop it.

Use of tri-color tube with CBS system may help its flicker-brightness problem somewhat, but "breakup" -- those color flashes which appear when eye sweeps across screen -- is inherent in system, terribly annoying to many people.

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RCA used 5 receivers during thrice-daily showings in Radio City's Johnny Victor Theatre -- 3 color, 2 black-and-white. One color set had 16½x12½-in. picture in 21-in. envelope. Other 2 color sets displayed 12x9-in. pictures within 16-in. envelopes. Black-and-white sets were 14-in.

Show at 10 a.m. was Channel 4 broadcast, but 2 & 4 p.m. demonstrations were on closed-circuit (though fed through small transmitter to simulate broadcasts), because of FCC time stipulations on experimental license.

RCA president Frank Folsom opened program with these assertions:

"We were never more certain than we are now that a compatible, all-electronic color TV system is in the public interest...Compatible color can be logically introduced into TV broadcasting with advantage to everyone and loss to none...We at

RCA are convinced that an all-electronic, fully compatible color TV system will be the ultimate public choice."

Demonstrations were out of lab scientists' hands. RCA Victor built sets, NBC personnel did programs under engineering supervision of O. B. Hanson, NBC v.p.

Brunt of penetrating questioning by newsmen was carried by RCA labs research v.p. Dr. Elmer Engstrom. Two principal facts emerged from sessions with newsmen:

(1) Cost of receivers, at this stage of development, is RCA's most vulnerable spot -- perhaps only vulnerable spot -- in light of FCC's detailed criteria for new color systems (Vol. 7:24). Dr. Engstrom wouldn't conjecture as to prices, but unhesitantly admitted color sets currently employ 54 receiving tubes. Mr. Folsom rose quickly to call attention to history of black-and-white -- how RCA's 10-in. 630-TS started at $375, came down to $139 before it was eliminated from line.

One RCA engineer had this to say privately about costs: "I think that previous demonstrations showed we moved too fast in trying to reduce the number of tubes. Reaction to these pictures indicates that picture quality comes first."

(2) RCA will play by ear the "political" aspects -- when and how to reapproach FCC. Dr. Engstrom said RCA system "goes straight down the road laid out in National Television System Committee's report."

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Obviously, RCA is quite jealous of its work, though acknowledging with reluctance the contributions of others such as Hazeltine. Just as obviously, Hazeltine's work has been very important. Also quite apparent is fact other RCA competitors have pride in their own work, would like a "piece" of ultimate system. Philco is said to be particularly eager to get some of its ideas across.

There's considerable misunderstanding about compatible systems. RCA's is now simultaneous, whereas it was dot-sequential when first introduced. Yet Dr. Engstrom says it's still basically the same, asserts that original color sets would operate on today's signals with only slight alterations allowing sets to "recognize" oscillating color sequence (Vol. 7:18).

NTSC hasn't yet fixed on complete system, yet it has agreed on same fundamentals employed by RCA. Most of NTSC's current work is directed towards setting exact "numbers," whether sampling frequency should be 3.58 mc or 3.99 mc, etc.

Dr. Engstrom also disclosed that:

(1) "Good progress" on single camera tube has been made.

(2) Larger tri-color tubes are in works. The 21-in. has 800,000 dots, as compared with 600,000 on 16-in. Projections 6x9 ft. have been accomplished, using 3 tubes, but home projections are not in immediate prospect.

(3) CBS system has been received on tri-color tube, but Dr. Engstrom said he didn't think he should comment on results. He did indicate CBS sets become more complicated with use of tube.

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No one knows where RCA system goes from here. After vacations, system will be shown to public, probably in larger quarters, with more sets, probably also in Washington where FCC and other public officials can view it.

Coaxial and microwave network feeds will then be made. Other field tests are scheduled -- mainly to refine receiving and transmitting apparatus.

What FCC thinks of system, which it hasn't seen since April 1950, isn't revealed by any commissioner. Commission hasn't yet been invited to showings, but RCA spokesmen said "they'd be welcome."

Has FCC hinted disapproval of public demonstrations? Mr. Folsom answered: "We'd be very much surprised if anything limited field testing." Actually, some commissioners have expressed concern over demonstrations, but many observers think FCC would be putting itself over a political barrel if it appeared to be hampering developmental work.

Intense as feelings have been, rigid as FCC may be in demanding adherence to criteria, even considering natural human inclination to "save face" after deci-

sion so overwhelmingly unpopular with the industry -- nevertheless, a vindictive attitude isn't likely to prevail among FCC majority. If it did, Sen. Johnson should be first to scotch it. This is clear in his statement in July 11 Variety. After praising FCC for choosing CBS system, he said:

"I was not surprised to read the statement issued by the Commission on June 11, which indicated again in no uncertain terms that it was not closing the door to further experimentation in the art...This should dispel once and for all the contention that the Commission is stifling progress by adopting standards...

"The Commission has no right under the law to foreclose the public from the fruits of progress in the TV art and the Commission will not attempt to do so. So from now on may we have less kicking up dust and more sweat in the laboratories. The public deserves the best -- now; not a lot of talk about 20 years from now."

A rapt viewer was David Lilienthal, ex-chairman, Atomic Energy Commission, now a consultant to RCA and other companies. He saw first demonstration, said he thought pictures superb, was convinced "march of science" cannot be halted by any govt. fiat. He said he thought tri-color tube greater development than atom bomb in that it offered boon to mankind.

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CBS's course is tougher than ever. Simply put, its future depends on production and acceptance of color sets. Mass production of such sets appears further away than ever, as major manufacturers (whose top executives viewed this week's showings) went all out in their praise of RCA's pictures.

CBS's stake in black-and-white has increased many-fold since it acquired set-manufacturing subsidiary Air King (now CBS-Columbia Inc.). It cannot afford to kill off black-and-white sales until it's certain color sales will replace them.

As if to emphasize this factor, "CBS-Columbia" brand this week announced 2 new black-and-white models -- 20-in. table at $299.95, 20-in. console at $469.95.

Sears, Roebuck, a prime private-label customer of Air King, created some stir with demonstration of color set at Brooklyn store. Said TV-radio manager A. T. Chameroy: "Frankly, we don't know what public reaction [to buying it, when ready] will be. We're in the merchandising business. We're out to sell goods. FCC approved the system, and we want to know whether these sets will sell." He added:

"I saw RCA's color this week, and I think it compares with CBS's. We'd all like to see a compatible system, but I don't know whether the RCA set could be produced at a reasonable cost. I have no doubt that the ingenuity of the manufacturers could make it simpler and cheaper eventually."

CBS affiliates aren't sticking necks out in clearing time for color. Washington's WTOP-TV, 45% owned by CBS, is adding Saturday horse races (Vol. 7:27), but still carries only 10-11 a.m. daily show, has no plans for afternoons. Station has one color set making rounds of dept. and appliance stores, one week at each place.

Things are about same in Baltimore, according to WMAR-TV director E.K. Jett. Station has only one set, gets good-sized enthusiastic crowds. Color schedule remains 10:15-11 daily, no plans for afternoon or Saturday shows.

One of CBS's most color-conscious affiliates -- WAFM-TV, Birmingham, will shortly join color network. President Thad Holt reports that test programs are now being received, that station will telecast half-hour morning show and feed afternoon program to dept. store by relay -- as soon as it gets sets and CBS approves.

RCA COLOR—PRESS & INDUSTRY OPINION: Pressure of public opinion on FCC appears destined to grow many-fold as result of RCA's week of successful color demonstrations, plus public demonstrations promised after summer vacation hiatus. It's apparent now the issue will only be resolved if and when --

(a) FCC approves compatible system, RCA's or NTSC's or anyone else's that measures up, to parallel or supersede FCC-approved CBS system, or

(b) Mass demand and production for CBS-type receivers indicate that system has really won popular approval.

It was RCA's inning this week in the battle that has rocked the industry -- and, some think, helped cripple the TV set market -- since FCC's decision last fall. Now, it's up to public, the real arbiter. Industry at large has never had doubts that compatibility was basic -- but big question always was whether CBS and FCC had more accurately than industry gauged public "hunger" for color-in-a-hurry.

RCA's publicity mills, grinding as fast this week as well-oiled ones of CBS, claimed public reaction to compatibility has been overwhelming. It released many quotes from set owners who were invited in newspaper ads to report observations. This was typical:

"Excellent. If I hadn't read about it in the papers, I wouldn't have known the difference between your color broadcast and others. Very clear. I will never go through with the adapter, converter, etc. expense. Keep up the good work because I am sure millions are with you."

Quotes from newsmen and industry leaders, for whom the demonstrations were staged, offer some searching evaluations. Newsmen were particularly objective:

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NEW YORK TIMES (Jack Gould): "Sufficient improvements appeared to have been made in the RCA method to make difficult a direct comparison [with CBS system]. Many observers...expressed the opinion that the color controversy had reached the point where only a side-by-side showing...would be pertinent.

"RCA system had a decided edge over the CBS method in the reproduction of flesh tones. Its blue and green hues also seemed superior to the CBS equivalent seen last week, but the RCA red lacked the warmth of the CBS red...RCA system enjoyed marked freedom from flicker and it was possible to turn away from the screen without the persistence of vision 'taking along' patches of red, blue and green."

NEW YORK JOURNAL-AMERICAN (Jack O'Brian): "[CBS's] system presents a slightly richer definition of color -- at its best. RCA's has somewhat lighter definition, but many neutral viewers consider that a help rather than a hindrance. They feel the deeper, more vivid tones are tougher on the eyes over any sustained period; even half an hour...No 'flare' dazzled uncomfortably when eyes were pulled away from the picture itself, as [CBS's] tinted TV unfortunately does."

NEW YORK HERALD TRIBUNE (Joseph Kaselow): "Most observers agreed that the color was highly acceptable, with some minor reservations.

"It was not so bright or sharp as the CBS color, and a critical eye could detect a bluish haze over the picture at times. Also the color receivers were 'prototypes' of what would be commercial sets under the RCA system, and had 54 tubes as against 25 or 30 in standard black-and-white sets, making for a bulky receiver. However, flesh tones were good and there was no 'running' of colors."

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ASSOCIATED PRESS: "The quality of RCA's color compared favorably with that of the CBS...To a layman, it appeared to be not quite so vivid and warm as CBS color but to have a slight advantage in producing flesh tones.

"Also, it was less distracting to watch directly on the face of the RCA tri-color tube than the CBS color, which is viewed through a magnifier and a motor-driven color disc in front of the picture tube."

WALL ST. JOURNAL (Eugene Smith): "The rapid motion [was] caught clearly by the cameras, with no apparent distortion or 'bleeding' of colors.

"A bluish-green haze was especially noticeable in the more distant shots and, with no familiar objects for comparison, most colors appeared in pastel tones, except in close-ups...

"Shots of Buster Crabbe...appeared against a completely colorless sky and near-by trees took on completely black coloring."

RETAILING DAILY (Martin Rosenblum): "Major improvement...was the absence of smear when a subject on the screen moved quickly. However, by and large, the pictures in color appeared hazy, and at times, lacked adequate detail. The colors them-

selves were not as bright and vivid as those produced [by CBS]...In an outdoor scene, the colors didn't appear to be true, with trees in the background much darker than nature has made them. The blue sky was washed out and at times appeared green."

NEWSWEEK: "RCA showed a picture that, compared with CBS's, seemed to have a greater color fidelity (blues rarely turned into greens), less reflection (skin tones were a mite better) and, to the layman's eye, was a little softer."

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VARIETY (George Rosen): "Vast improvement...So much so, in fact, that to the casual viewer...it suggested anew that the ever-recurring RCA vs. CBS controversy could conceivably be headed back to the FCC's doorstep for re-examination and re-appraisal...

"Despite the unquestioned refinements achieved in the past few months... there were equally apparent weaknesses and drawbacks in the transference to tint, with occasionally not much more than a pastel quality brought to screen surface."

BILLBOARD (Joe Csida): "If Frank Folsom and his RCA gang are able to deliver the same color and monochrome signal when these field test electronic, compatible shows are carried on Channel 4 in New York -- and later in other cities on the cable -- as it delivered at this closed-circuit preview, CBS and its field sequential adherents are in for the struggle of their lives.

"The color picture ranged from fair to excellent, with more than 75% of it in the latter category. The black-and-white picture...was far better than any monochrome this reporter has ever seen."

WASHINGTON POST (Sonia Stein): "After last Monday's showing, I'll acknowledge that RCA has color -- which it could produce for mass use sometime in the future for some unknown price. The color it produces is no better than, and probably not as good as CBS color. That RCA can produce an acceptable black-and-white picture from a color show is important, but obviously more important to other people than to me...Monday's press demonstration...indicates that RCA [is] now able to produce colors which appear as natural to the viewer as do the CBS colors -- at least until the viewer begins to wonder why there's so little clear yellow in the RCA color pictures. Since color memory is considered by experts to be among our shortest, it is hard to carry the true subtleties of both systems in the mind's eye very long."

WASHINGTON STAR (Harry MacArthur): "Might be called the best color TV yet seen...Flesh tones are about the only hint you have when you see only the picture, and those seen yesterday [were] the most natural, most life-like yet seen.

"Another hint of the RCA system's color fidelity could be seen during the outdoor scenes, when the camera picked up a row of breeze-swept trees in the far background. The deep green of the foliage and the pale green of the underside of the wind-turned leaves were as true-to-life as any you ever saw without looking at a real tree."

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Reaction of manufacturers was one of unrestrained enthusiasm. They grinned throughout programs, erupted into spontaneous applause after the demonstrations. Generally, they feel faith in industry engineers has been vindicated. Some opinions, as gleaned by ourselves and other reporters after several of the demonstrations:

PHILCO: "This is terrific," said president Wm. Balderston, "It's out of this world." Chairman Larry Gubb nodded agreement, and TV-Radio Division president Larry Hardy remarked: "Tremendous progress, tremendous." Could you sell this sort of thing? he was asked. "Darn right," he replied.

Philco engineering v.p. Leslie Woods said: "This is a remarkable progress report. There are still some obvious defects, but none that are insurmountable." Executive v.p. Jimmy Carmine was less restrained: "This is 10 years ahead of a year ago. The long shots today were clear. No 25-cycle flicker. No color breakup. The CBS pictures are often off focus, with only its closeups really clear. There is no question but that electronic TV can be fully perfected."

DuMONT: Always bluntly outspoken, Dr. Allen DuMont asserted, "This is on the right track. Columbia now ought to pick up its marbles and quit. This is better than CBS right now. It's good enough to start commercial operations immediately."

DuMont research chief Dr. T.T. Goldsmith said: "RCA has done a wonderful job in getting a color TV camera into the field for remote shots. It's a real step forward. I was impressed by the brightness, definition and fidelity of the big 21-in. tri-color tube...great promise for the big-picture, direct-view tube of the future."

HAZELTINE: "This is a great step forward," said president Jack Binns. "The color is very good, particularly the rapid motion, and there was no color breakup at all. The compatible color system has got to win for it is in the public interest." Engineering chief W.A. MacDonald was also enthusiastic, said added refinements will make it impossible to reject an electronic system.

MOTOROLA: "I'd have no hesitancy," said president Paul Galvin, "in marketing this color receiver now. From a picture standpoint, I feel it is ready for the FCC, but I haven't spoken to my engineers as yet." Said v.p. Robert Galvin, "I was very pleased. The color pictures were excellent and the black-and-white fine."

GENERAL ELECTRIC: "Excellent," said Dr. W.R.G. Baker. "Not only the color but the black-and-white was outstanding." He made it clear, though, he thinks an all-industry system, endorsed by NTSC, is what finally should be brought to FCC.

CROSLEY: Radio products manager W.H. Myers remarked on the "tremendous improvement" over the last demonstration. "This is unquestionably the best color show I have ever seen. We should get it out to the public as soon as we can."

EMERSON: President Benjamin Abrams thought show "very good and ready for the FCC right now." But, he added, "I'd like to see the two systems side-by-side."

HALLICRAFTERS: Executive v.p. Ray Durst said, "We thought it was particularly good, especially the high fidelity during rapid movement. Compatibility is the thing that impresses us the most." Sales chief R.J. Sherwood said: "Remote control pickup and the tremendous action, with the colors staying true, were remarkable performances. Anybody who doesn't like compatible color needs his head examined."

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There were others too numerous to chronicle, including veteran parts makers like Leslie Muter and Robert Sprague, past and present RMA leaders -- and their enthusiasm was unrestrained.

Some of the truly "forgotten men" of the color controversy, the telecasters, vitally affected but staying out of the controversy so far, attended several demonstrations. Telecaster reaction was almost universally enthusiastic, too, but with their traditional wariness of FCC they didn't want to be quoted. For list of those attending, see page 10.

THEATRE vs. HOME TV—BATTLE JOINED: TV set manufacturers struck back this week at theatre TV's threat to deprive them of one of their biggest selling points -- top-notch sports events in the living room.

Nine major set makers, under the aegis of sports-conscious DuMont Network, snatched video rights to July 18 Ezzard Charles-Joe Walcott heavyweight championship fight from under noses of theatre interests.

Riding high on the heels of 3 highly successful exclusive theatre-TV bouts (Vol. 7:23-26), each of which cost them a token $10,000, theatre interests upped the ante to bid $65,000 for the championship event in Pittsburgh.

But set makers, through DuMont, bid $100,000 for TV rights -- with another $50,000 paid by Pabst for radio rights (on CBS). International Boxing Club, which turned down big money from prospective TV-radio sponsors for last 3 fights -- and in return received a less-than-expected compensatory hike in gate receipts -- apparently couldn't resist the higher bid.

Theatre interests, looking to 18-theatre hookup for the bout, evidently felt it was their turn to lose money when they made the $65,000 offer -- since 18 theatres would have to charge close to $2 admission to pay for TV rights alone, not to men-

tion regular expenses, film rental (if movie is shown along with fight), cable and technical costs -- or the little matter of profit.

Latest shot in battle of free-TV vs. fee-TV was admittedly an attempt by set makers to hypo sagging sales by assuaging fears of sports fans that prime sports events had been removed forever from the armchair arena.

Bout will be carried by 40 TV stations, with Pittsburgh and Johnstown, Pa. blacked out. Participating in sponsorship will be Admiral, Crosley, DuMont, GE, Motorola, Philco, RCA, Sylvania, Westinghouse.

Now the battle has been joined, TV manufacturers are looking for other big athletic events to "buy away" from the theatres. Both home and theatre-TV promoters have their eyes on September's Joe Louis-Ezzard Charles and next Randy Turpin-Sugar Ray Robinson matches. Bidding should be spirited.

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Another facet of theatre-TV-vs.-home-TV bears watching: Rivalry for network cable-microwave facilities. If and when theatre-TV webs are firmly established, home TV networks are going to find it harder to clear time with AT&T's long lines.

Conflict for cable is inevitable, AT&T spokesman told us. "In many cases," he said, "we're now allocating time among the 4 networks. If we have 5 or 6 customers for those facilities, it will mean less time for each of them until we can install more facilities -- and that takes time."

Surge of orders for theatre-TV equipment was one result of successful boxing shows. RCA reports well over 100 orders, with "very big pick-up" following theatre-aired bouts. RCA ran double-spread ad in July 14 Motion Picture Herald, pointing to success of theatre bouts and advising: "Order your RCA theatre TV...NOW."

New equipment is being developed to supply growing demand of theatres, large and small, for projection TV. General Precision Laboratory, long a strong proponent of Paramount's film-relay TV, this week announced new direct projection set. And Skiatron (Subscriber-Vision) president Arthur Levey says he'll have "Theatre-vision" projection units to rent to small houses within a month.

'END-THE-FREEZE' DRIVE IN HIGH GEAR: FCC whipped out 3 TV allocations actions this week, did much as expected by:

(1) Proposing to drop oral hearing (Vol. 7:25-27), thus hasten freeze end.

(2) Giving TV 470-500 mc band, making total of 82 channels -- 12 vhf, 70 uhf.

(3) Reaffirming its legal authority to fix allocation plan, city-by-city and channel-by-channel, in its rules, subject to change only by rule-making procedures.

Deletion of oral hearing isn't final yet, is still "proposed". What FCC did was to call July 20 formal pre-hearing conference of parties or their attorneys to see whether there's overwhelming support for plan.

So far, only NARTB-TV (Vol. 7:27) and handful of parties have petitioned for new procedure. Commission wants more, fears being tagged "arbitrary" unless opposition is miniscule.

If FCC considers support inadequate, it says it will go ahead with oral hearing, as planned, to start on July 30 instead of previously-set July 23.

Commission will be open to suggestions during conference, but it obviously considers its plan a good one. In essence, plan would permit all parties who have filed comments so far to file additional supporting material. Only oral presentation possible would be cross-examination -- and then only if "it appears relevant factual issues cannot otherwise be satisfactorily resolved."

No exceptions are contemplated. This includes DuMont, which insists its nation-wide plan can't be presented properly except by oral testimony. Educators, too, may object, but their attorneys haven't yet made up minds.

No deadlines for filing of written comments are suggested by FCC. NARTB-TV thinks 30 days for original comments, additional 30 for oppositions, would be adequate. Attorney George Sutton, speaking for number of clients, suggests 45 to 60 days for each period.

Addition of 470-500 mc band gives TV 5 more uhf channels -- which may well have gone by default if a few industry folk hadn't got concerned at last minute. Reason given for assigning band to TV, rather than to common carrier, is simply that TV has greater need and common carrier can be placed elsewhere in spectrum.

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Highly technical legal points upon which FCC decided it has authority to fix TV allocation plan in rules and to reserve education channels need no elaboration. Ruling can't be appealed now, but many attorneys feel that someone will take it to courts eventually. Commission went out of its way to show "we ain't scared," saying: "It is obvious enough that if we are to perform our duties properly we can give no weight to the contention that the Commission should refrain from adopting the rules in spite of its belief that they are both legal and in the public interest, because their adoption might lead to litigation..."

Comr. Jones dissented, as expected. One of his principal objections is that allocation plan, fixed by rule, appears insufficiently flexible to permit proper use of new knowledge of the art as it develops.

"It is obvious that the Commission violated its table of priorities so materially," he added, "that by its own proposed criterion it cannot be sustained in court." This, he says, is indicated by fact that 909 cities are allocated only one channel, 169 would have two, 74 would get three, etc.

Actually, commissioners all want to put more flexibility into plan. How this may be done, with fixed rules, has attorneys guessing.

Congressional heat about freeze is really on, Sen. Johnson's Interstate & Foreign Commerce Committee this week voting to ask FCC Chairman Coy to report July 18 or 25 on status of freeze, educational channels, a few other issues.

Station Accounts: Continental Baking Co., filling in vacationing *Garroway at Large* period on hookup of Crosley Ohio stations (WLWT, WLWD, WLWC) with *Live It Again*, described as a "telehistory of bygone days in which film clips and musical numbers are combined to re-create a period," Sun. 9-9:30, thru Ted Bates Inc. . . . Chicago Symphony will quit radio (WCFL) next fall season, plans 25 or 30-piece TV symphonic group, Rafael Kubelik conducting, for placement on WENR-TV, which has sold weekly half-hour series to Chicago Title & Trust Co. . . . Henry T. Campbell Sons Corp. (Sakrete ready-mixed cement) sponsoring *Family Handy Man*, how-to-do-it household tips, on WJZ-TV, New York, Thu. 10-10:15 p.m., thru H. Lee Hoffman Adv., Baltimore . . . B. F. McDonald Mfg. Co., making safety helmets, goggles and dirt respirators for construction workers, has ordered 5 one-minute films with *Careless Charlie* and *Safety Sam* routines from TV Ads Inc., Los Angeles, for placement as sports participations, thru Philip J. Meany Co., Los Angeles . . . Florida Citrus Exchange, Tampa (Sealdsweet fruit juices & concentrates) has appointed Ruthrauff & Ryan, N. Y., and California Fruit Growers Exchange (Sunkist lemon juice & frozen lemonade) currently using TV on big list of stations, thru Foote, Cone & Belding, Los Angeles . . . Add to expanding list of beer accounts these users of INS-Telenews: Jacksonville Brewing Co. (Jax beer) on KPRC-TV, WOAI-TV & WKY-TV; Duquesne Brewery, WDTV & WICU; Dixie Brewing Co., WDSU-TV; Stag Beer, KSD-TV . . . Among other advertisers reported using or preparing to use TV: Mawsaid Products Co. Inc. (Titeliner auto-rope lock), thru Ray C. Jenkins Adv. Inc., Minneapolis; Piatt & Smillie Chemicals Inc. (antiseptic liquid detergent), thru Krupnick & Associates Inc., St. Louis; Minute Maid Corp. (frozen orange juice concentrate), thru Ted Bates & Co. (WCBS-TV); Dow Chemical Co. (Real-Kill bug killer), thru MacManus, John & Adams Inc., Detroit; Bunte Brothers (candy), thru Schoenfeld, Huber & Green, Chicago; Sheraton Corp. of America (hotels), thru BBDO, N. Y.; Rayco Mfg. Co. (auto seat covers), thru Robert B. Grady Adv., N. Y. (WOR-TV); Squirt Co. (soft drink), thru Harrington-Richards Inc., Los Angeles.

Network Accounts: Pet Milk scheduled to participate with 2 others, as yet unsigned, in sponsorship of *All Star Revue* on NBC-TV, Sat. 8-9, resuming in Sept. with Jimmy Durante, Danny Thomas, Ed Wynn, Jack Carson, alternating, just before 9-10:30 *Show of Shows* with Sid Caesar and Imogene Coca; Pet Milk participated in sponsorship of these stars on recent season's Wed. night *Four Star Revue* . . . Campana Sales Co. (Italian Balm) is first sponsor of *Ruth Lyons' 50 Club* which starts Oct. 1 on NBC-TV, Mon.-Fri. noon-12:30; Campana, thru H. W. Kastor & Sons, bought 12:15-12:30 Fri. segment of show, which will originate at WLWT, Cincinnati . . . Procter & Gamble (ivory flakes) starting Aug. 7 will sponsor 1:15-1:30 segment of *Steve Allen Show* on CBS-TV, Tue. & Thu. 12:45-1:30, thru Compton Adv. . . . Admiral will sponsor annual Chicago Tribune Charities *All-Star Football Game* from Soldier's Field Aug. 17 on DuMont . . . Philco resumes *Don McNeill TV Club* Sept. 12 on ABC-TV, alt. Wed. 9-9:30, thru Hutchins Adv. Co. . . . Wine Corp. of America (Mogen David wine) starts *Charlie Wild, Private Detective* Sept. 26 on NBC-TV, Wed. 11-11:30, thru Weiss & Geller Inc. . . . Kellogg Co. (cereals) starting July 7 replaced *Victor Borge Show* with *Tom Corbett, Space Cadet* for 8 weeks during summer on NBC-TV, Sat 7-7:30 . . . Goodyear Tire & Rubber Co. replaced *Paul Whiteman Revue* for 8 weeks starting July 15 with *Goodyear Summertime Revue* on ABC-TV, Sun. 7:7:30; Whiteman returns Sept. 9 . . . Gruen Watch Co. starts *Gruen Guild Theatre* Sept. 27 in place of *Blind Date* on ABC-TV, Thu. 9:30-10, thru McCann-Erickson; show will run 52 weeks.

TV is "partly to blame" for slump in weekend bus and street-car business, Minneapolis Street Railway Co. told City Council in requesting permission to reduce service.

PLANS to build new broadcast station facilities during fourth quarter may have to be deferred because of serious shortage of structural steel. So far as telecasters and broadcasters are concerned, that's crux of DPA's announcement July 10 that demand for the building steel is nearly double estimated supply for last 3 months of year. Heavy expansion of defense industry will reach building stage by that time, and all users of structural steel will feel tight squeeze.

Meanwhile, NPA prepared to toss out construction control Order M-4 (Vol. 7:19-20, 22, 27) and supplant it with new Controlled Materials Plan regulation. This will mean that, instead of applying for permission to build, potential builders will apply for the steel, copper and aluminum they need. If their applications are accepted, they're guaranteed the materials they require. If they're rejected, they can't get materials—therefore can't build.

NPA announced July 13 that all construction applications must be made on new form CMP-4C, which completely replaces old form NPAF-24. Persons having applications pending on old form are being notified to fill out new one. Commerce Dept. field offices, which had been processing applications involving 50 tons of steel or less, were instructed to send all pending applications to Washington for action.

FCC and NPA representatives are continuing talks on construction policy respecting TV and radio stations. Although NPA has taken action on several applications by broadcasters, no final decisions have been reached in the FCC-NPA talks. Decision on over-all policy toward broadcast building is expected soon as result of negotiations.

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FCC is urged to expedite merger of ABC-United Paramount Theatres (Vol. 7:21, 26) before Oct. 31, in formal applications filed July 12 by attorneys Paul Porter for ABC, Duke M. Patrick for UPT. Applications seek approval of transfers of the 5 TV, 5 AM & 4 FM stations involved, plus okay on contingent deal for CBS $6,000,000 purchase of WBKB, Chicago, while merged companies retain those same call letters for WENR-TV. WBKB's companion FM outlet, WBIK, would be dropped since both ABC and CBS already have Chicago FMs. Also to be dropped, contingent upon FCC approval of deal, would be new-station TV applications in "freeze file" from UPT subsidiaries in Boston, Detroit, Des Moines and Tampa.

Principals are hoping FCC approval will come without hearing, but fact that $24,000,000 exchange-of-stock merger is biggest such deal in radio history may impel FCC to go through formality of hearing. Letter of submittal to FCC says basic purpose is "to establish resulting company which can function more efficiently in the public interest"; asserts UPT's record of accomplishments assures building up of ABC "to point of competitive vigor" and to "degree heretofore non-existent"; states funds are available to promote operation of resultant American Broadcasting-Paramount Theatres Inc. "to position of equality with those who now lead in the network field."

In view of fact that ABC has run poor third in radio and TV networking, that its radio operations have been slipping, that its obvious prime assets are its TV station properties, that some have feared new company might let radio slide in favor of TV, UPT counsel's letter gives FCC this assurance: "We are as fully intent upon improving and strengthening the radio operations of stations and network as in making new and important strides in TV."

* * * *

More July 1 sets-in-use reported since NBC Research's "census" of June 1 (Vol. 7:25): Miami 75,000, up 5000; St. Louis 297,000, up 4000; Kansas City 125,047, up 3047; Norfolk 71,600, up 2500; New Orleans 58,565, up 1065; Baltimore 304,418, up 3418.

Broadcasters attending RCA color demonstrations in New York this week included: Cecil Mastin, WNBF-TV, Binghamton; M. J. Kallett, Wm. T. MacNeilly & M. C. Fusco, WKTV, Utica; D. L. Provost, WBAL-TV, Baltimore; Wilbur Havens and W. A. Bowry, WTVR, Richmond; W. E. Walbridge, WWJ-TV, Detroit; Aldo De Dominicis, WNHC-TV, New Haven; Harry M. Bitner Sr.; WFBM-TV, Indianapolis; Louis Read, WDSU-TV, New Orleans; G. E. Yeldell, KSD-TV, St. Louis; Clair McCollough, WGAL-TV, Lancaster & WDEL-TV, Wilmington; J. Leonard Reinsch, WSB-TV, Atlanta & WHIO-TV, Dayton; Arden Pangborn, WOAI-TV, San Antonio; H. F. Gross, WJIM-TV, Lansing; Irving Waugh, WSM-TV, Nashville; George B. Storer, WJBK-TV, Detroit, WAGA-TV, Atlanta & WSPD-TV, Toledo; Walter Damm, WTMJ-TV, Milwaukee; B. J. Rowan & W. J. Purcell, WRGB, Schenectady; A. D. Schrott, WJAC-TV, Johnston; Joe Baudino, Westinghouse stations; J. R. Poppele, WOR-TV, New York; Paul Morency, WTIC, Hartford.

NARTB's TV Program Standards Committee, detailed to task of drawing up program code (Vol. 7:25), is headed by Robert D. Swezey, WDSU-TV, New Orleans. NARTB president Harold Fellows said rest of committee will be named this month. It will include, he said, NARTB board and non-board members and network representatives, with special attention to geographic representation. Frank U. Fletcher, co-owner of WARL, Arlington, Va., was named chairman of NARTB's new legal-legislative committee. He'll represent FM and independent stations. Other members: Frank M. Russell, NBC v.p., TV & network; Hugh B. Terry, KLZ, Denver, medium-sized AM stations; Robert T. Mason, WMRN, Marion, O., small AM; John H. DeWitt Jr., WSM & WSM-TV, large AM & TV.

Confirmation of Comr. Frieda Hennock's appointment to New York Federal judgeship (Vol. 7:24-26) is still up in air, though few doubt eventual approval. Senate Judiciary Committee named subcommittee to hold hearing, date not yet set. It comprises Sen. Pat McCarran (D-Nev.), chairman; Sen. Alexander Wiley (R-Wis.), Sen. Willis Smith (D-N.C.). Last is former president of American Bar Assn., which, along with New York Bar Assn., is opposing Miss Hennock as "unqualified."

RTMA legal committee to supersede legislative committee, named this week: John W. Van Allen, RTMA general counsel, chairman; Frederick J. Ball, Crosley; Philip Dechert, Philco; Robert Estes, GE; Samuel E. Ewing, RCA; Irving Herriott, Zenith; Raymond Herzog, Emerson; Ray S. Donaldson, RTMA, ex officio.

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Personal Notes: Paul Hollister, ex-CBS v.p., onetime Macy's advertising v.p., has rejoined Macy's as corporate publicity advisor . . . Norman Gladney, ex-Franklin & Gladney Adv., named director of newly formed TV merchandising div., Bulova Watch Co., handling dealer advertising . . . Ralph W. Hardy, NARTB govt. relations director, elected to board of Assn. of Better Business Bureaus Inc. . . . Stanley A. Lomas, chief of TV commercial production dept., Wm. Esty Co., named v.p. . . . Carole Gottlieb, ex-Kenyon & Eckhardt, named asst. TV-radio director, Marfree Adv. Corp, N. Y. . . . Capt. John B. Green, NBC-TV production staff, recalled to active Marine Corps service, assigned to m.c. *Marine Corps Review*, Fri. 3:30 p.m. . . . Robert J. McAndrews, managing director, Southern California Broadcasters Assn., elected president of Hollywood Ad Club . . . Arthur Bellaire promoted to head BBDO TV-radio copy staff.

Charles Wesley Turner, 39, maintenance supervisor of KECA-TV, was drowned July 7 at Newport Beach, Cal., in attempt to save 7-year-old son.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
July 14, 1951

NO HIATUS YET IN FACTORY INVENTORIES: Those few TV-radio manufacturers who continued producing during first week in July, when most plants closed down for annual vacations (Vol. 7:25-26), turned out mere 12,817 TV receivers, 74,863 radios.

Yet factory TV inventories, despite this relatively miniscule production, went up still more -- to 739,945 units as of July 6 from 723,309 June 29 (Vol. 7:27). Factory inventories of radios were 406,046, down from 419,002 the preceding Friday.

Actually, TV inventory estimated by RTMA as of July 6 showed higher gain (some 16,000) than week's output of 12,817, lowest since same 1950 week's 8672.

No TVs were made for private label first July week, but 63,722 radios were. Week's radio output broke down thus: auto 62,863, home 9630, portable 2370.

* * * *

It's a seasonally quiet retail market right now, with dealers slowly but surely getting rid of stock while biding time about putting in new supplies. Some say summer TV-radio business, particularly June, hasn't been too bad -- indeed, for some it was a bit better than expected. What bothers everybody is uncertainty ahead -- but that feeling is shared in all consumer durable goods fields.

Easing of Regulation W, main hope for upturn in late summer and early fall, is still opposed by Federal Reserve Board. Chairman Martin July 11 urged Congress not to tamper with credit controls because, he said, "inflationary pressures, even though abated at present, threaten to reemerge irrespective of Korean developments." Senate-passed Defense Production Act extension provides for easier credit terms on autos. House version, still being debated, includes easier terms for TV-radio and other appliances (Vol. 7:27).

House vote has again been postponed, to next week. Judging from temper of Congress toward Administration requests, chances favor retention of provisions easing present credit restrictions.

OUTLOOK FOR METALS AND REPAIR PARTS: TV-radio repairmen got their long-sought priority to obtain parts and materials this week (Vol. 6:51, 7:2,10,15) -- and DPA hinted the steel-copper-aluminum pinch on civilian manufacturers isn't going to get much worse.

As CMP application forms went out for first time to consumer durable goods manufacturers, DPA-NPA administrator Manly Fleischmann assured civilian producers they'll get all the steel, copper and aluminum they need this quarter with which "to produce at permitted levels."

Pointing to TV sales slump, Mr. Fleischmann said in response to question at July 10 press conference he couldn't foresee any civilian goods "pinch" this quarter. He feels there'll be "more than enough" to take care of all customers.

No sharp cut in supply of the 3 basic metals to civilian manufacturers is contemplated in fourth quarter, the materials control boss revealed for first time. Matter of fact, Mr. Fleischmann said he hopes steel, copper and aluminum will begin to loosen up early next year.

As for repairmen, new CMP Regulation 7 appears to give them what they want. It authorizes all types of repair shops to write their own defense priority tickets to procure limited amounts of parts and materials. Maintenance, repair and operating (MRO) supply priorities for all establishments except households (Vol. 7:9) were also brought under CMP this week in CMP Regulation 5.

All consumer goods will probably come under Controlled Materials Plan next quarter -- but decision won't be announced officially until next month. At present, manufacturers of parts and components used in consumer goods get CMP allotments of the 3 basic metals, but end-product makers must seek their share on "free market".

CMP won't solve all of TV-radio's material problems, though. No matter how

much copper and steel is available, you can't build a set without tubes -- which require nickel and tungsten. These metals are expected to be bigger bottleneck than steel and copper (Vol. 7:16,18,27).

As for the truce -- if there is a truce -- Mr. Fleischmann is one of the few govt. officials who admit the rearmament program will feel its effects. Even on basis of present planning -- regardless of any chipping of appropriations by Congress -- Mr. Fleischmann draws common-sense conclusion that "if you aren't losing equipment in a war, you meet your goal a little earlier."

Obviously the goal won't be met this year. But while target date for full rearmament is in 1953, Mr. Fleischmann sees possibility the effects of truce would be felt next year in form of some relaxation of curbs on civilian production.

* * * *

Some smaller TV-radio manufacturers may get a break as result of new revision of Direction 1 to CMP Regulation 1, blanketing all very small users of steel-copper-aluminum into CMP. It permits them to assign themselves priorities to buy as much as 500 lbs. of copper, 500 lbs. of aluminum, 5 tons of carbon steel, half ton of alloy steel each quarter -- not including metal in parts they buy ready-made.

Topics & Trends of TV Trade: Big Music Trade Show in Chicago's Palmer House, July 16-19, staged annually by National Assn. of Music Merchants, will attract more TV-radio manufacturer exhibitors than did recent Chicago furniture marts (Vol. 7:24)—but only a handful are showing new models. Roster of several hundred exhibitors, mainly makers of musical instruments and associated equipment, includes these TV manufacturers:

Admiral, Air King (now CBS-Columbia), Crosley, GE, Hoffman, Jackson, Magnavox, Majestic, Pathe, Philco, RCA, Video Products, Scott, Sparton, Starrett, Stromberg-Carlson, Sylvania, Tele King, Tele-tone, Trad, Westinghouse, Zenith. Radios are also being exhibited by most of foregoing plus Fisher, Jewel, Regal, and there will be exhibits by such parts makers as Jensen & Webster-Chicago.

Of foregoing manufacturers, only Jackson, Magnavox, Pathe, Scott and Stromberg have stated new sets will be shown, new prices posted. Tele-tone, at Stevens Hotel, will unveil some new sets plus its color converter, a "slave unit" capable of attachment to black-and-white receivers for reception of CBS color—and CBS-Columbia plans Mon. thru Wed. demonstrations of its color system at 10:30 a.m. and 2, 3 & 4 p.m. via closed-circuit transmissions from Palmer House exhibition floor to its upstairs Suite 649-650.

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"Halolight" is what Sylvania calls its finally-revealed device designed for greater viewing comfort (Vol. 7:23,25). Utilizing principle of "surround lighting," engineers developed "cold cathode" light bulb, curved all the way around picture tube. It gives off "soft, cool light" to ease eye's transition from screen to darker surroundings, increases apparent size and clarity of picture.

Only 3 top models of Sylvania's new "Golden Jubilee" line—20-in. consoles and combinations running $490-$600—will include device initially. Cost of including it adds $30 at retail. Company has applied for patents, reports no other set makers using it now. One conservative manufacturer says he's seen device, considers it "terrific."

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Merchandising Notes: Some new models and prices due in next few weeks, including line of 15 Arvin TVs ranging from present 8½-in. retailing at $129.95 to 21-in. console at $499.95, to be released at distributors meeting in Moraine Hotel, Highland Park, Ill., July 29-Aug. 1 . . . Stromberg-Carlson's new line includes 17, 19, 20 & 24-in. models, prices to be announced at NAMM show next week . . . Stromberg guaranteeing distributors net prices on all current models until next Dec. 1, has reduced suggested list of 17-in. "Stafford" from $299.95 to $289.95 and "Pembroke" from $489.95 to $439.95 . . . Jackson reduces 20-in. table from $249.95 to $179.95, console from $299.95 to $199.95 . . . Pacific Mercury has new models ranging from $299.95 to $399.95 . . . DuMont's 30-in. "Royal Sovereign" (Vol. 7:26) presented to President Socarras of Cuba by his ministers for use in presidential palace . . . Goar Mestre, who operates Havana's CMQ-TV and controls Cuba's Admiral distribution, says publicity about color TV has been hurting sales of receivers, yet audience is still growing; he plans new satellite stations in Matanzas, Santa Clara, Camaguey and Santiago, which are expected to boom Cuba's TV sales.

First legal ruling on community antennas (Vol. 7:2, 7, 11, 21, 23-24) came from Wisconsin Public Service Commission, which this week said it had no power to authorize community systems, adding: "Whatever jurisdiction the PSC may have been given by the Wisconsin legislature has been nullified by complete supervision exercised by Congress over transmission by TV. This necessarily transcends state lines and is, therefore, interstate in character." Decision came after petition to install system in Rice Lake was submitted by Edwin F. Bennett. He took decision to mean he can proceed, since FCC has adopted no policy on systems, though staff has studied them. Latest system under construction is in Grass Valley, Cal., 155 miles from San Francisco. Jerrold equipment is being installed by Community Antenna Co., whose president is appliance dealer John Colling.

Trade Miscellany: Concord Radio Corp., 901 W. Jackson Blvd., Chicago, handling TVs, radios, parts, etc., about 50% via mail order, filed bankruptcy petition in Federal district court this week, showing liabilities of $445,549, book net worth of $184,485 . . . Arvin Distributors Inc., 8 W. 30th St., New York, formed as wholly-owned subsidiary of Arvin Industries to distribute and service Arvin TVs, radios and appliances in New York-New Jersey area . . . General Precision Laboratory Inc. purchased 3½-acre site in Pleasantville, N. Y., for new 35,000-sq. ft. plant for manufacture of electronic devices, to be ready in early 1952 . . . Philips of Eindhoven plans making Holland factory biggest in Europe turning out TVs, reports $28,000,000 profit after taxes on 1950 business, which included heavy radio tube exports to Great Britain, Germany and other countries . . . Sylvania's research chief Frank Mansfield predicts replacement tube market will rise to $154,000,000 in 1952 and $286,000,000 in 1953.

Trade Personals: Frank Folsom, RCA president, spending remainder of this month at Bohemian Grove, Monte-Rio, Cal.; he was subject of "Business and Finance Leaders" sketch in July 13 *New York Herald Tribune* . . . Benjamin Abrams, president of Emerson Radio, awarded bronze plaque at Waldorf-Astoria banquet last week in tribute to his service in the State of Israel bond drive . . . Earl B. Abrams has resigned as editor of *Television Digest* . . . Walter Lukas promoted to chief TV engineer, Francis J. Burger chief radio engineer, L. G. Zucker chief mechanical engineer, Emerson Radio, reporting to R. T. Capodanno, director of engineering . . . George J. Ikelman, member of FCC Safety & Special Services Bureau for 11 years, named to staff of NPA Scientific & Technical Equipment Div.; Arthur T. Koyce, ex-Signal Corps radio-radar specialist at Philadelphia, joins same division as chief, electrical indicating instrument section . . . Karel van Gessel, ex-Philips of Holland, appointed to newly created post of coordinator for foreign manufacturing affiliates of Sylvania . . . P. M. Pritchard, ex-Victor Electric, named gen. sales mgr. of Sylvania parts div. . . . Clifford J. Cosgrove named asst. mgr. of subcontracting, John Siena staff asst. to director of industrial relations, Bendix Radio . . . Nathaniel B. Nichols, ex-Taylor Instrument Co., then MIT researcher, recently U of Minnesota professor of electrical engineering, named mgr. of Raytheon research div. . . . John B. Tuthill, ex-asst. v.p., American National Bank, Indianapolis, named asst. to gen. mgr., Collins Radio . . . Frederick W. Timmons Jr. promoted to regional sales mgr., DuMont cathode ray tube div. . . . Robert Digges, Philco division mgr. in Cleveland, appointed head of Atlantic div., Philadelphia, succeeded at Cleveland by L. H. Huntoon, ex-Pittsburgh sales rep. . . . Bernard Grae appointed product design mgr., CBS-Columbia Inc. (formerly Air King) in charge of all designs for TV-radio receivers . . . Gordon Groth, president of Electra Mfg. Co., Kansas City, named executive v.p., Erie Resistor Corp. . . . Zee Goodman new v.p. & gen. mgr., Pacific Mercury Television Mfg. Corp., Los Angeles; Elliott Peikoff new sales mgr. succeeding James Oliver, now with Hoffman . . . Carl E. Smith, ex-tube div., named supervisor of factory sales service, Sylvania, Emporium, Pa. . . . Ray S. Donaldson, ex-administative asst. to Senator Capehart of Indiana, DePauw '32 and Harvard Law '35, named RTMA staff attorney in Washington.

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Electromagnetic radiation bill (Vol. 7:2-11) is emerging in form acceptable to everyone. Senate Interstate & Foreign Commerce Committee voted to report S. 537 with amendments giving President emergency powers to control devices capable of radiating signals, from 10 kc to 100,000 mc, useful for navigational purposes beyond 5 miles. FCC, RTMA and NARTB had all agreed that original bill submitted by military was unnecessarily strong, would have given military control over literally billions of devices. Bill, when reported, will also have penalty clause—$1000 and/or one year imprisonment for individuals, $5000 for others. Climax came 2 weeks ago, when military finally agreed to accept amendments and stipulated the 5-mile limitation.

Self-focusing electrostatic picture tube has been announced this week by Thomas Electronics, Passaic, N. J. New tube, apparently similar to DuMont's self-focusing tube (Vol. 7:20-21, 25), eliminates external focus devices and controls, uses low voltages and is said to be interchangeable with magnetic focusing tubes in present sets. Samples of 17-in. tubes have been sent to set manufacturers. Perfection Electric Co., Chicago, is marketing "Kine-Center," new picture-centering device for electrostatically-focused tubes.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for May: Earl E. Anderson sold 1900 ABC, holds 6600; William Zeckendorf sold 2000 ABC owned through holding corporation, holds none; Dee S. Lenfesty sold 100 Arvin, holds 4700; John E. Bierworth bought 200 Avco, holds 200; Frank Cordes sold 1000 Blaw-Knox (April), holds 25,165; D. V. Sherlock bought 500 Blaw-Knox, holds 600; Isaac D. Levy sold 26,826 CBS Class A, 15,179 Class B, holds 5296 Class B; James M. Seward bought 200 CBS Class B, holds 200 Class A, 200 Class B; George D. Macbeth sold 1000 Corning Glass, holds 8000; Bernard Goodwin sold 200 DuMont, holds none; Neil H. McElroy bought 100 GE, holds 200; William J. Halligan gave 1000 Hallicrafters as gift (April), holds 35,900, holds 139,200 in trusts, wife holds 24,000; Laurence B. Dodds sold 100 Hazeltine, holds none; Clendenin J. Ryan sold 23,000 IT&T, holds 12,500.

Frank L. Taylor exchanged 8470 shares of National Union preferred for 13,984 common (August 1950), bought 16 common (December 1950), holds 14,000; James T. Buckley gave 398 Philco as gift, holds 21,987; Charles S. Cheston bought 13 Philco (April), holds 250; Joseph H. Gillies gave 30 Philco as gift, holds 9407; John F. Gilligan bought one Philco (January), holds 10,969; R. L. Heberling gave 100 Philco common as gift, bought 100 preferred "A", holds 23,987 common, 300 preferred; Robert F. Herr bought one Philco (February), holds 27,587; Meade Brunet bought 100 RCA, holds 300; William Gammel Jr. gave 100 Raytheon as gift, holds 17,070; Max F. Balcom bought 134 Sylvania (March), holds 3739; Howard C. Riordon bought 100 Sylvania (October 1950), received 40 as compensation (March), holds 240; R. L. Huffines Jr. bought 1000 United Paramount, holds 1000; Andrew W. Robertson sold 400 Westinghouse, holds 1000.

Sale of 2500 shares of Philco by Thomas A. Kennally, Philco v.p. and president of its refrigeration division, was reported to New York Stock Exchange this week. He now holds 22,974 shares.

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CBS gross radio billings of more than $33,000,000 for first 5 months of 1951 (Vol. 7:25) represent 9.4% increase over same 1950 months, NBC's $25,260,000, down 8.8%, but July 11 *Variety* reports CBS anticipates loss for year on radio while NBC figures to break even—notes CBS is paying final installments this year on its 1948-49 talent deals. In TV network operations, neither these nor ABC-TV and DuMont are expected to show profit, but their owned-&-managed stations, with possibly one or 2 exceptions, are all expected to be good earners.

General Instrument Corp. consolidated statement for quarter ended May 31 shows net loss of $36,550 as against net profit of $258,810 same quarter last year.

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Small business survey committee, formed to draft program for RTMA assistance to small manufacturers in military and commercial fields, was announced this week by president Glen McDaniel. Chairman is A. D. Plamondon Jr., Indiana Steel Products Co. Members: G. O. Benson, Premax Products; G. R. Haase, Operadio; Otto H. Hofman, General Magnetic Corp.; Matt Little, Quam-Nichols; Richard W. Mitchell, Industrial Development Engineering Associates.

May shipments of TV receivers to dealers totaled 234,522, compared with 261,357 in April, making 2,310,646 units shipped during first 21 weeks of 1951. RTMA monthly report tabulating all counties to which as many as 25 sets were shipped is available on request from association headquarters, 1317 F St. NW, Washington.

Telecasting Notes: "Finding Radio's Future Format," headlines article in July 11 special "Review-Preview" section of *Variety*, which pretty well epitomizes chief preoccupation of very TV-conscious broadcasting industry today. Article is by NBC program v.p. Charles (Bud) Barry, but there are others "Presenting the Case for Radio" by WOR's Theodore Streibert, WDSU's Robert Swezey, WSB's John Outler, KFWB's Harry Maizlish, KMBC's Arthur Church, WIP's Ben Gimbel, WTIC's Paul Morency—interesting reading. Noteworthy is fact that first 3 of these also operate TV stations . . . NBC's Sylvester (Pat) Weaver, in another article in the Rialto idiom, sums up "the revolution" being wrought by TV: "If television is a fad," he writes, "so is breathing. Enterprises that will feel the direct impact of TV will be sharply modified, recast, remolded. Alas, poor Security, all is flux" . . . It's common knowledge NBC-TV network revenues are about to overtake its AM network's—but as if to prove healthiness of radio, non-TV-operator MBS reported this week that its gross billings for first 6 months are up 4% over same period last year, being estimated at $8,500,000 . . . Korean cease-fire, many hope and expect, will bring biggest boon to TV-radio industries in possible slowdown of draft and reduced drain of staff through calling up of reserves . . . NBC-TV clocking commercial time "runovers," as in radio, plans to send detailed reports to agencies each month with request these be eliminated in subsequent programs . . . "America Is Sold on ABC" is theme of series of page sales promotion ads in New York dailies and trade papers to run 13 weeks, plugging both TV and radio facilities . . . Bing Crosby may or may not pursue now-frozen TV applications for his home town of Spokane and for Tacoma and Yakima, filed in October 1948, but meanwhile he has acquired minority investment interests in AM stations KMBY, Monterey, Cal., and KGLC, Miami, Okla. . . . Erie's WICU, which claims first building exclusively designed for TV, will move into additional quarters July 15, Austin & Co. having completed doubling size of structure; owner Ed Lamb also plans to ask FCC for power increase to 40,000 watts . . . Phillips H. Lord's radio series *Gangbusters* to be prepared for TV by CBS, planning fall start . . . WTVN, Columbus, July 1 raised base hour rate from $500 to $675; one-min. rate remains $110 . . . KTLA, Los Angeles, Aug. 1 raises base hour rate from $1000 to $1250, one-min. from $175 to $250, also changes noon-6 p.m. Sun. from Class A to Class B.

WOW & WOW-TV, Omaha, aren't on block, if spokesman for present control is to be believed—but property has been looked over with view to possible purchase by Tom O'Neil, Don Lee Enterprises (Vol. 7:27); Ed Lamb, WICU and WTVN; Meredith Publishing Co., WHEN; O. L. (Ted) Taylor, Texas radio station operator; probably others. Reports of $2,500,000 sale deal with Mr. Lamb are denied by principals.

Three applications for new TV outlets, one uhf, filed with FCC this week, bringing total pending to 419: WLAM, Lewiston, Me., seeking Channel No. 8; WJPG, Green Bay, Wis., No. 2; Booth Radio, for Grand Rapids, Mich., uhf Channel No. 23. Also filed was request of WBTM, Danville, Va., to have application amended to ask for uhf Channel No. 24 in lieu of Channel No. 7. [For further details about these applications, see *TV Addenda 13-A herewith.*]

Robert L. Lippert, independent Hollywood producer, reported July 12 he has cancelled film series for TV plus theatre release that he had planned to make with Hal Roach Jr. Extra payments demanded by Screen Actors Guild, Screen Writers Guild and AFM made it impossible to turn proposed pictures out at profit, he said. Two of projected 12 films, each 15-minutes, that have been completed will be released only to theatres.

CBS becomes parent company of 6 divisions, each with own president, under operational realignment ordered effective July 16. Already functioning are newly acquired Hytron Div. (Bruce Coffin, president); CBS-Columbia Inc. (David Cogan, president); Columbia Records Inc. (James Conkling, president). New divisions and presidents are: TV Div., Jack Van Volkenburg, presently TV sales v.p.; Radio Div., Howard S. Meighan, until recently v.p. in charge in Hollywood; Laboratories Div., Adrian Murphy, who as v.p. has handled color campaign, now will handle that and also the coordination of all manufacturing divisions. Each division will have own departments for programs, sales, promotion, press, legal, accounting, etc. Chicago and West Coast network operations continue as in past, with executives reporting to proper counterparts in New York. Besides president Frank Stanton, only parent company appointment announced was that of Herbert V. Akerberg, who continues as station relations v.p. for both TV and radio.

Reassurance that FM channels are in no danger of extinction came from FCC chairman Coy July 13 in letter to Josh L. Horne, owner of WFMA (FM), Rocky Mount, N. C. Coy made public his reply to letter in which Horne expressed concern about reports FCC may turn 18 of FM's 20 mc over to TV. Said Coy: "The FCC is not considering the deletion of the FM band or any part of it . . . The approximately 700 stations now operating in the FM band is real testimony to the strength of the service, particularly when one considers that many manufacturers do not make sets and none of them have carried on continuously aggressive sales campaigns. In almost every area in the country there is an unfilled demand for FM receivers."

Several big advertisers, notably Time Inc., Gillette & Pabst, seeking exclusive TV-radio rights to Republican and Democratic national conventions in Chicago next summer—with payments up to $1,000,000 mentioned for each series of sessions. It's understood politicos are amenable, provided legal way can be found for part of money to go not only toward defraying expenses but also into party coffers. Decision is up to party arrangements committee, not yet named. In 1948 conventions, *Time-Life* had working arrangement (non-sponsorship) with NBC, *Newsweek* with DuMont. Meanwhile, movement is under way to shift conventions to International Arena at Chicago stockyards instead of Chicago Stadium, urged by some TV-radio interests because better facilities are available at former.

Canadian Broadcasting Corp. ran deficit of $1,149,000 last fiscal year, gross income being $8,300,000 and expenditures $9,200,000 plus depreciation—leading to official statement in Parliament that CBC's first TV station in Toronto, due for "early 1952" debut (Vol. 7:22), will not be ready until mid-summer of next year, the one in Montreal presumably even later. At same time, it was indicated private CPs won't be granted for a while, ostensibly because of materials shortages but actually because govt. policy apparently is not to let private outlets get going before CBC's projected two. CBC drew $5,500,000 of its revenues from $2.50 annual radio set licenses, $2,400,000 from advertising, now wants annual subsidy (up to $5,000,000 mentioned) from Govt. Ten TV applications are pending from private enterprises.

Joining opposition of Atlanta's WGST to proposed sale of Channel 8 facilities of WSB-TV, Atlanta, while that station retains CP-holder WCON-TV's Channel 2 (Vol. 7:25), is Eurith Dickinson Rivers Jr., operator of WEAS, Decatur, Ga. and applicant since January 1947 for Channel 8 in Atlanta; he's son of onetime Gov. "Ed" Rivers, owner of several other AM outlets. WGST also filed similarly "frozen" application, for Channel 13, in January 1948 (TV Addenda 1-G & 1-I).

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AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING ARTS AND INDUSTRY

Television Digest

WITH AM/FM REPORTS

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Trade, Mobilization, Financial Notes, *pages 13-15.*

REGULATION W MAY BE EASED SOON: Chances look good now for easier consumer credit terms, despite persistent Federal Reserve Board opposition -- House having passed amendments relaxing Regulation W during past-midnight session on control legislation July 20-21. House bill permits household appliances (including TVs & radios) to be purchased with 15% down and 18 months to pay in lieu of present 25% and 15 months, also permits trade-in allowances to be applied toward down payments.

Senate bill doesn't include this provision, as passed in June, but its committee votes were close (Vol. 7:25) and industry people have Senatorial assurances of staunch support when bill goes to House-Senate conference next week. On other hand, bill's over-all controls were so watered down that many think President Truman may veto whole bill.

Rep. Patman (D-Tex.), sparking opposition to present tight credits, got through an amendment, 140-43, permitting new and used autos to be purchased with one-third down and 21 months to pay (now one-third and 15 months); then came the household appliances amendment, and then another permitting household furnishings to be purchased 10% down and 21 months, then the trade-in amendment by Rep. Forester (D-Ga.). RTMA, prime mover in seeking remedial legislation, had unsuccessfully sought to get TV-radio classified as house furnishings.

FREEZE-END IN SIGHT—BUT NOT QUICK: A vague and unjustified optimism about speedy end to the freeze -- a sort of wistful wishful thinking that new stations, somehow, can be rushed onto the air -- still pervades much of industry.

Even FCC Chairman Coy, after 3 years of agonizing delay, prolonged by color issue, sometimes lapses into it. Witness his widely-publicized testimony before Senate Interstate & Foreign Commerce Committee this week.

TV-radio stocks actually rose on the exchanges the day he testified -- on basis of incomplete and misleading news reports indicating end-of-freeze was nigh.

Actually, clearest view yet of freeze-end did appear on horizon this week -- but it's not going to be a quick ending, not by a long shot. Paste this into your hat again, whatever else you read or hear or hope:

No new telecasting stations on the air before late 1952. None in any sizeable markets until well after that -- probably not until 1953 sometimes -- unless by some clever arranging the FCC itself can get competitive applicants together to agree to consolidate or drop out.

* * * *

It's highly involved in legalisms -- but better picture of freeze-melting process evolved from heavily-attended FCC-industry conference July 20. Meeting left little doubt that Commission, in effort to hasten thaw, will adopt procedures it proposed last week (Vol. 7:28) -- namely, drop oral hearing scheduled for next Monday, July 30, instead conduct it by written comments.

Clincher came at end of long day of palaver, when FCC Chairman Coy asked if anyone in lawyer-packed room had any "legal" objection to written procedure. Only

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attorneys for Philadelphia's WIBG & WIP spoke up -- on grounds they had already gone through pre-freeze hearing for channel which FCC proposes to delete, thus have rights which might be abridged.

Though end of freeze seems less nebulous with new procedure, and will come much sooner than with longsome oral hearing, it's still no flip of the wrist.

Five months for filing of comments and counter-proposals, was suggested at conference. This might be cut to 3-4. But FCC needs additional month or so to render final decision. Then, it has promised at least 2 additional months hiatus for filing of new applications.

Thus, it's first quarter 1952 before grants of new stations are possible. But only a few of these, in small uncontested markets, can be made out of hand, and fierce competition for the precious few franchises in more desirable markets will inevitably require individual city hearings.

So it will be many, many months before final decisions in these important markets; then probable appeals to courts by rejected parties -- and then still more months before stations are actually on the air.

* * * *

Two major bones of contention dogged the conference -- "time element" and "rules of the game." Attorneys and engineers generally couldn't see how they could properly present cases in suggested 30-45 days. Many thought FCC should finalize Appendices A & B of its allocation proposal (TV Allocation Report, March 24, 1951), so that parties would know how to prepare their cases in respect to mileage separations, powers, heights, priorities, etc.

To resolve these questions, Coy appointed FCC-industry committee to meet during lunch. It comprised Commission staff members Curtis Plummer, Joseph Kittner, Paul Dobin, Cyril Braum, plus industry attorneys Paul Spearman and Telford Taylor, engineers Earl Cullum and Stuart Bailey.

They came up with "staggered" system, Bailey's idea, as solution to "time" problem. Briefly, system would give industry a lot of small deadlines to meet, rather than 2 big crises. Suggestion of committee is this:

Divide country into 10 areas. Give first group 30 days to file comments. Give parties opposing those comments 30 days to reply. Then allow 10 days for all parties to request oral cross-examination. Repeat this procedure, at 10-day intervals for other 9 area groups. This would take total of 150 days.

No one opposed suggestion. Most thought it best yet. It's very likely to be adopted, though Coy said he was "appalled" at thought of 150 days. Quite possible is reduction of number of groups and intervals between deadlines.

Order in which groups would have to file comments would probably follow list of appearances issued by FCC this week "in the event an oral hearing is held."

It starts with Maine, works down to District of Columbia, then across northern half of U.S., down California and across southern half. FCC planned to send copies of the 98-page document, listing some 700-900 parties who have filed 1100-odd comments, to all hearing participants and their attorneys. It may send it out anyway, with notation of new groupings for written procedures. Or it may issue new list, reflecting new groups.

Regarding "rules of the game," committee made no recommendation, except that parties be permitted to raise no new objections to mileage separations, etc. It's extremely unlikely that FCC will finalize Appendices A & B now. Its attitude seems to be: "We're still not ready. We want to see whether these basic rules should be changed, as people show us their particular cities are 'different'."

Spirit of cooperation at session was truly extraordinary -- for an FCC procedure. Moderate amount of bickering in morning dissipated by day's end. All 7 commissioners were on hand, plus 100 or more industry attorneys, engineers, et al. Coy ran the conference, and everyone who desired had his say.

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Coy's oscillation between rosy hopes and realism came during his July 18 appearance before Senate committee. Needled by Senators, particularly Kem (R-Mo.),

he dreamt that final decision could come by late September. But in answer to question by Chairman Johnson (D-Colo.), he got down to hard earth and said:

"You'd be lucky if Denver had a station on air by Labor Day 1952." Denver is largest non-TV city; and Coy made it clear, in answer to other Senators' quick queries, that same estimate goes for Hartford and similar major markets.

Unfortunately, some news stories carried estimate of final decision, but left out on-the-air prediction. That's what lifted TV stocks.

Coy gave less than complete answer when Sen. Kem asked how long competitive hearings would take in individual cities, once final allocation is made. Where 6 applicants would be involved, Coy said, it might take 3 weeks. What he failed to point out was that:

Commission has only 7 examiners...there will be scores of hearings...examiners already have hands full of non-TV cases...it takes months for examiners to render proposed decisions...it takes additional months for FCC to finalize those decisions...many defeated applicants are likely to appeal decisions to courts, after considerable period of trying to get FCC to reverse itself.

Kem asked whether "remedial legislation" would move things faster. Coy said it wouldn't, that freeze would be lifted before such legislation passed. He also delivered his philosophy on 3 significant points:

(1) FCC isn't alone to blame for lack of TV in many cities. "Many would-be telecasters lacked the desire to break ground, to become pioneers," he said. "They thought of television as a losing business."

(2) An allocation plan is needed because, otherwise, "every big city would hog the facilities, and the small communities would be outside looking in. Under an allocation plan, people in smaller communities have time to get financial resources in order to build."

(3) Priority of grants, post-freeze, will be cities with no TV, first; those with one station, next -- and so on. Coy estimated 1500 TV stations may be built in next 5 years, 2500 in 10, possibly 3000 ultimately.

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Educational channel reservation absorbed considerable time. Coy set Johnson back on his heels by saying he questioned legality of the Senator's pet idea -- that of stipulating in station's license that it must devote specific portion of time to educational programs, in lieu of reserving channels for schools.

Coy thought censorship provisions of Communications Act barred FCC from such action, but said he'd ask his general counsel for opinion. If Commission does not have such power, said Johnson, "there ought to be some legislation."

Sen. Benton (D-Conn.) plugged for the educators -- appeared to want schools to become "a little bit pregnant," as one observer put it, when the Senator said he'd like to see channels reserved but permit schools to go commercial.

Coy called this "a snare and a delusion." If schools want to go commercial, he said, let them apply for commercial channels, not ask for reservation.

What if schools don't want reserved channels, as in Kansas City? Kem asked.

"I don't think we ought to impose channels on them," Coy answered.

Coy handled himself beautifully, basking under warm eye of Sen. Johnson, with whom he's a favorite. He appeared to have convinced the Senators, including Kem, who seemed to be nodding in agreement by time Coy finished testifying.

NPA OKs FIRST BUILDING APPLICATIONS: First go-ahead by NPA for alterations to a TV station was announced this week -- along with approvals of building projects involving 9 radio broadcasting stations.

This first batch of approvals by the emergency materials control agency didn't set any clear-cut precedents or give real clue to attitude NPA is going to take toward construction of new TV stations or alterations to present ones that may be necessary by power increases, cramped studio space, etc.

What it did show is that NPA is treading cautiously -- pending determination

of definite criteria for TV-radio station construction (Vol. 7:19-20,22,27), now being worked out between FCC and NPA in consultation with NARTB, et al.

FCC Chairman Coy is optimistic over chances for construction of new TV stations, once freeze is ended. At Congressional hearing July 18, he said both FCC and NPA "think TV is a dynamic industry which should expand."

He suggested single antenna tower for all stations in a community, after pattern of cooperative Empire State Bldg. venture (Vol. 6:27,40,48; 7:2). Many stations, he asserted "can be built without use of great amounts of materials." He noted a number of prospective telecasters already have buildings and antenna towers which can easily be converted to TV.

Most applications granted to date by NPA have been "hardship" cases -- where applicant had purchased materials, contracted for building job before NPA's M-4 construction order was amended to include TV-radio (Vol. 7:19).

First TV station to receive approval was WJAR-TV, Providence, authorized to make alterations to its studios, including reinforcement of walls and ceilings to accommodate Klieg lights. It had ordered materials before building restrictions were imposed. The alterations will cost an estimated $54,455.

WEEU, Reading, Pa. (AM) was authorized to build new studios in an existing building -- requiring very little critical materials. This was also "hardship" case, and the work will cost about $47,200.

Five AM grantees not yet on air received NPA authorizations to begin construction: KBOX, Modesto, Cal., studio building, $27,000; KORK, Las Vegas, Nev., station, $21,000; WIST, Charlotte, N.C., transmitter building, $12,000; WSYD, Mt. Airy, N.C., station, $7850; WLOP, Lancaster, S.C., station, $7500.

Two AM stations with CPs for increased power received approval to alter transmitter buildings: KSOO, Sioux Falls, S.D., $19,500; WMSC, Columbia, S.C., $7101. WHBL, Sheboygan, Wis., was authorized to alter transmitter building, $8450.

New NPA regulation due next week is expected to exempt from building curbs all construction requiring less than 2 tons of steel. NARTB was unsuccessful in its efforts to have this upped to 25 tons in case of TV-radio.

July 20 was deadline for applications for construction during the fourth quarter, but if NPA runs true to form, applications arriving late will be given equal consideration -- especially since NPA gave practically no advance notice of deadline. Action on applications -- as well as allotments of steel, copper and aluminum (Vol. 7:27) -- can be expected by second week in August.

INDUSTRY-SPONSORED SPORTS MAY STICK: Powerful and sudden as Jersey Joe Walcott's left hook, TV set manufacturers think they've found effective weapon against threatened inroads on receiver sales by exclusive theatre-TV sports bookings.

"Once again your living room becomes the greatest showplace on earth," said Bill Stern to televiewers tuned to July 18 Walcott-Charles championship bout.

First round in theatre TV vs. free TV -- the 3 exclusive theatre-televised bouts (Vol. 7:23-26) -- was clearcut victory for theatre TV.

But this week's second round, hastily arranged (Vol. 7:28), went unanimously to home-TV exponents -- at least, from public-relations standpoint. The 8 sponsoring set makers (Admiral, Crosley, DuMont, Motorola, Philco, RCA, Sylvania, Westinghouse) believe they've hit on formula that will work.

It's a sort of insurance: If no other sponsor wants to make it worthwhile for sports promoters to give TV owners a look-in on their contests, these and other set makers will. DuMont sales director Tom Gallery, prime mover in deal, makes it plain this week's show, dramatized by unexpected knockout, was only the beginning.

Permanent organization is in the wind -- the TV set makers to contribute on pro-rata basis toward bids on sports events when necessary. "We have nothing up our sleeves," says Gallery. "It's not important who sponsors the program or what network carries it, just so it's on home TV.

"If some other sponsor -- for instance, Pabst -- can get TV rights to a fight, so much the better. But if nobody else can meet the price, then we'll step

in." Gallery points out it will be long time before theatre interests can rival offers made by entire TV industry, working together.

Fight telecast featured no plugs for individual set makers. The 8 manufacturers' names were flashed on screen several times, but crux of message was: "Lean back in your favorite chair, and enjoy the fight in the comfort of your own home." Viewers were also urged to trade in old small-screen sets, patronize service organizations of the sponsoring manufacturers. Pabst, which bought radio rights (CBS) and relinquished time on some TV stations, got couple plugs.

Hookup of 47 stations in 46 cities (both Birmingham stations carried Pittsburgh fight, with Pittsburgh and Johnstown blacked out) brought bout to TV homes. DuMont paid $100,000 for TV-radio rights, re-sold radio rights. Bill amounted to $15,000 for each participating company for entire TV package -- including announcers, time charges, etc. Fight brought in gate of $245,000, exclusive of radio rights -- record for this year in U.S.

Ten manufacturers originally were lined up to sponsor bout. Zenith reconsidered because of its Phonevision, which it hopes some day will compete with commercial TV for rights to sports contests. On other hand, RCA, which is pushing its theatre-TV equipment hard these days, was among sponsors -- in apparent competition with itself. GE pulled out at last minute, reportedly because it was refused permission to prepare its own individual advertising copy.

Tremendous lift in morale of sports-loving set owners, plus aid to TV set sales, should result from success of June 18 sportcast and promise of more to come. Moreover, latest move firmly establishes TV manufacturing industry as the staunch defender of home TV, should banish forever oft-repeated gripe that "TV industry" is conspiring to shift best shows from home to theatre.

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Battle is far from won -- by either side. Theatre interests still have an inside track on many sports events. For 3 previous New York bouts, International Boxing Club refused to listen to competitive bids, sold exclusive TV rights to theatres outside New York for $10,000 a fight on "experimental" basis. IBC sees theatre TV primarily as method of insuring big gate receipts.

Boxing promoters are enjoying current dispute over TV rights. Playing each side against the other, IBC president Jim Norris told the Associated Press July 19: "We will not consider anything below $250,000 for TV-radio rights [to next fall's Turpin-Robinson and Walcott-Charles return matches]. If we can't get at least that, we will go back to theatre TV...

"We are exploring both of these fights with the idea of getting the most we can possibly get," Norris said. "If we go back to theatre TV, it will be considerably more than a $10,000 proposition."

IBC wasn't so anxious to give Pittsburgh bout to theatre TV as it was its New York matches; good gate was relatively certain when it accepted manufacturers' offer. Norris says there was no bidding, as such, for rights to bouts. "Warner Brothers theatres intimated they might be willing to pay $50,000, but no firm bid was made," said Norris. "The theatre-TV people talked in terms of $20-25,000. Then the set manufacturers came up with their $100,000 offer."

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Another challenge to home TV comes from National Collegiate Athletic Assn.'s "controlled TV experiment" on college football games this fall (Vol. 7:23-24,27). With end of U of Pennsylvania's revolt (Vol. 7:23) and expected endorsement by once-rebellious Notre Dame, there are no longer any defections in NCAA's ranks.

NCAA plan has been softened considerably since it was first proposed, but it still sharply limits live telecasting of college games -- at the same time approving live theatrecasts of the games banned from home screens.

CBS was first TV network to fall in line with NCAA's "experiment". It's reported planning to film highlights of top eastern games each Saturday for TV presentation the following afternoon. This is in addition to CBS's plans -- with NCAA's blessing -- to present live color telecasts of 9 games this fall.

PEERING INTO COLORED CRYSTAL BALL: Thinking ahead 6 months or so in the color war, we venture that dominant motifs will be: "dual standards" and "universal receiver."

Everything points that way. Reasons appear quite simple:

(1) RCA now produces excellent color. That alone is a solidly-planted foot in FCC's oft-reiterated "open door" to compatible systems.

(2) Cost of compatible system sets, which now employ 54 tubes, will certainly come down as did early TV sets, but is likely still to appear high at year's end. And mass production of tri-color tubes will probably still appear more difficult task than mass output of CBS discs, drums and motors.

Those 2 "cost and time" factors could prove enough to keep FCC from totally reversing itself and replacing CBS system with compatible one -- despite latter's equality or superiority in color quality, to say nothing of the basic overwhelming desirability of compatibility.

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Commission may then size up situation something like this:

"We acknowledge high quality and compatibility of new system. But we have doubts about prices and immediacy of sets, also about enthusiasm of manufacturers to make color sets in absence of competition. If compatible system is indeed superior, it should be hastened, but not at public's expense.

"Best goad to manufacturers will be competition provided by CBS system, which has the jump in cost and potential speed of manufacture.

"Dual standards are the answer. But we cannot burden public with cost of buying 2 sets to get all color programs. Therefore, we will authorize both systems, IF "universal receiver" can be built to accept both signals -- at a cost no greater, or little greater, than that required for most expensive of the two systems."

This sizeup may sound too pat. Possibly it is. We think not, because --

It's directly in line with FCC's color decision; with post-decision statements of commissioners; with "multiple standards" efforts, all through hearing, of Comr. Jones, the prime color mover; and with the entire background and thinking of Sen. Johnson, whose great drives are "competition" and "anti-monopoly."

It wouldn't be surprising, in fact, if Sen. Johnson and/or Comr. Jones were to take lead in advocacy of dual standards.

Much hinges on feasibility of universal set. We think this a small detail. If such set is the condition FCC puts on adoption of a system in which industry has obstinately placed its technical and economic faith, ingenuity of its engineers will meet it -- with margin to spare.

Any existing CBS sets won't get compatible color, if dual standards are adopted. But a Commission which rejected importance of compatibility when there were 10,000,000 sets isn't likely to hesitate at partially obsoleting a few thousand, or even a few hundred thousand, sets which could still get monochrome from both systems, plus CBS color.

It must give Commission pause when it considers that manufacturers, though desperate for a sales fillip, have not leapt into production of CBS color in hopes of quick profits envisioned by a few.

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In interim, before compatible system is again presented to FCC, 2 principal factors are most important: (1) Public demonstrations of compatible system, by RCA and/or others of the NTSC group. (2) Production of CBS sets.

If FCC deems RCA's shows are for "exploitation" purposes, to combat acceptance of CBS system, it may initiate clampdown. But this would seem to be an unlikely procedure, from obvious public relations and political standpoints.

If Commission is satisfied, on other hand, that demonstrations are designed to compile field-test data on public evaluation of color quality, compatibility, etc., it isn't likely to complain -- inasmuch as it has previously stipulated such tests are important facets of field tests.

RCA will open color demonstrations to public about Aug. 22, relaying signals

to other cities sometime thereafter. Company reports over 12,000 responses, uniformly highly favorable, to its requests for evaluation of compatible pictures. Tenor of letters reflects full appreciation of meaning of compatibility.

Many respondents said they resent "jumble of lines" they get from CBS colorcasts, recoil from cost and bother of adapters required to get pictures out of them.

RCA is answering each letter with card, signed by president Frank Folsom, advising of future color showings, inviting attendance and reactions.

Public hasn't yet seen RCA's latest color, but additional press comments, like those of last week (Vol. 7:28), leave little question they'll react favorably.

Anticipating network feeds of RCA color, AT&T July 12 filed new rates, effective Aug. 15, stipulating same charges for all color systems. These are same as black-and-white, plus $450 monthly station connection charge.

Other manufacturers' work on compatible system goes on, though slowed by vacations. From Chicago, for example, Hallicrafters' Wm. Halligan reports tri-color tube has been put to work, using signal from flying-spot scanner. He plans to add camera chain, hopes to see signal on air soon, for use of all Chicago manufacturers.

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Sort of climax to press reaction was Time Magazine's July 23 cover story on RCA chairman David Sarnoff which said:

"The public scored David Sarnoff's RCA with a lost round last year in the great color TV fight with CBS. Sarnoff did not stay down. Last week he showed the TV industry a new tube that receives clear, true color, and he showed the public that RCA's color system can do what CBS's can not: color programs broadcast by RCA can be received in black & white on present sets without any change. It looked as if radio's miracle man had not run out of miracles...

"There was no blurring or running of colors, even in the fastest movement, e.g., a pair of performing lovebirds flapping their wings. As a show topper, an RCA mobile unit focused on a swimming pool near New York where a troupe of swimmers and divers performed. The outdoor telecast, which RCA explained could just as well be a football game or boxing match, came through almost as clearly as the studio show."

But Gen. Sarnoff is cautious, Time says, regarding rapid spread of color. It quotes him:

"Commercial color TV on a big basis is still 2 to 5 years away. Material shortage, NPA cutbacks on TV production and defense orders will delay it...[And] it will take a long time to get the bugs out of mass production of the color tube."

Other TV men disagree, according to Time, which says: "Now, TV manufacturers are up to their ears in unsold sets, are more likely to grab at RCA's system, which they think will get customers buying again...if FCC gives the go-ahead."

[For other press comments this week, see page 9.]

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CBS's sorest problem remains -- sets. Not only to test public acceptance, but even to get affiliates to take network feeds. [For CBS's receiver plans, see p. 12.] Number of stations are willing to try color, but their refrain seems to be:

"We can't put on programs no one can see." That goes for such stations as Chicago's WBKB, Detroit's WJBK-TV, Louisville's WHAS-TV. Spokesmen for these CBS basic affiliates tell us they need monitors, as well as sets. Typical response was that of John Mitchell, WBKB manager:

"We're in a cooperative state of mind, but we'd like at least 10 sets before putting on color. I'm still very cognizant of the million set owners in Chicago. We've ordered a monitor from Gray Mfg. Co., but they gave us 90-day delivery date. We've made no commitment to CBS. One of our problems is that we have no time open for CBS's present color schedule."

CBS has to spread very thin its limited amount of equipment. Thus, Cincinnati's WKRC-TV will pick up CBS color for "one week stand" July 20-28 only, broadcasting signals to set rotated among Kroger supermarkets.

What CBS lacks in transmitting and receiving equipment, it's trying to make

up in well-publicized demonstrations and in continued output of publicity releases. Latest quote foreign radio dignitaries:

Jan Philip Boon, managing director general of National Belgian Broadcasting Institute, stated: "We have the advantage of being able to start TV broadcasting in color and should do so." President of Broadcasting Corp. of Japan, Tetsuro Furukaki, said: "After having seen the CBS system, which is so simplified and which brings such good results, I hope our country can inaugurate color telecasts very soon."

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How CBS sets will sell remains puzzler. Most manufacturers still place little stock in CBS system, either as a system or as potential market item. But RTMA (to which CBS now belongs by reason of Hytron merger) has taken new stand of impartiality, as expressed in speech by president Glen McDaniel at Chicago Music Show July 18. He said:

"The controversial language and the emotionalism should be forgotten. Some unduly sensitive souls [believe] that TV manufacturers would refuse to make and sell equipment to receive [CBS color] because their advice had been rejected by the Commission. This is nonsense. Our industry was recently described by the chairman of the FCC himself as perhaps 'the most competitive of all industries.' He is right...

"Whenever a public demand arises for adapters, converters, or color sets at prices that make production feasible, I'm sure that manufacturing industry will meet that demand...They would be particularly interested in a market for a new product at this time when they're suffering severely from heavy inventories and lack of sales."

As for compatible system, McDaniel said that "the industry is taking the Commission and Senator Johnson at their word" -- that any better system can again be brought to FCC when sufficient experience has been gained through field testing.

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CBS color was big attraction at Music Show, but few dealers appear to be going overboard. Writes Retailing Daily's correspondent:

"Buyers who seem to be well versed in the color controversy showed little or no interest in color at the show, while those attending who have never seen the phenomenon mobbed the booths of CBS and CBS-Columbia Inc.

"One New York store representative reported that his CBS color demonstration caused only passive interest in his customers until RCA went on the air with its field tests last week. At that moment, he reported, there suddenly was considerable activity in color and people assumed that color was here."

Lack of consumer interest, according to this buyer, was because CBS programs were "very, very bad" and "because of all the detrimental stories being circulated about the drawbacks of CBS-type equipment."

GE's TV sales director Donald Davis, in speech before Music Show group, put the merchandisers' case thus, vis-a-vis expected small output of color receivers by few set makers promising them:

"Remember that your store is an emporium and not a museum. If you put on your floor a color set today without actually being able to take orders on it and without knowing the price or being able to give an accurate delivery date, you're going to find your customers saying, 'I'll wait for that,' and refusing to consider the merchandise you have to sell -- black-and-white sets."

Some manufacturers are gearing themselves, meanwhile, for any eventuality. Stromberg-Carlson & Stewart-Warner are latest reported with sample slave converters -- a la Crosley, Bendix, Tele-tone, Meck -- ready to meet whatever demand arises.

Rights to CBS color for use with Eidophor theatre TV (Vol. 7:7,18) have been acquired by 20th Century-Fox. President Spyros Skouras says 20th Century will use the color TV in its own theatres and make it available to others. Film company plans demonstration of combined systems in September, may eventually produce some of its own shows for theatre network. A 20th Century official said company may some day make Eidophor projection TV sets for home use. Quality of picture produced by the Swiss system, he said, is "nearest thing to home movies."

Reproduction of CBS color pictures in July 23 *Life* isn't quite accurate. Actually, CBS closeups are somewhat sharper than most of the pictures. *Life* commented cautiously: "The [CBS] premiere went off on schedule and, although some critics found the entertainment a bit ragged . . . most agreed that color TV was fascinating."

PRESS reaction to RCA color (Vol. 7:28) continues in same vein as last week, overwhelmingly favorable. Herald Tribune syndicate columnist John Crosby, who has always been sold on compatibility, wrote: "CBS's system [is] now the law of the land. Yet it is still an uncomfortable secret which CBS would like to share with the rest of us but doesn't quite know how to go about it. The RCA system, while not exactly illegal, is terribly unofficial . . . As to the merit of the two systems, it would be pretty hard to determine unless CBS and the improved RCA receiver were set side by side. The differences, I suspect, would be of great interest to the engineers but probably wouldn't be very noticeable to you and me.

"RCA color, I think, is sometimes a little more pallid, not quite so rich in texture as the CBS brand, just the same it's good color transmission . . . Just now TV needs a lot of things—imagination, taste and money, to name three; it needs almost everything *except* color. The progress of the art [would] be seriously interrupted by any noncompatible system like CBS's; it would be left unimpaired and possibly unchanged for years to come by RCA color . . ."

Bruce Robertson, of *Broadcasting*, which has maintained cautious approach throughout, ventured: "A reopening of the color TV question, probably on a petition for dual standards . . . seemed inevitable last week . . . Fine quality of the black-and-white reception of the colorcast images also was noted . . . RCA's colors seemed to tend toward the pastel shades, pleasing but less vivid and exciting than the hues shown by CBS . . . There was no fringing in RCA colors . . . Most noticeable advantage of the RCA method [was] in the flesh tints. RCA's were true and lifelike at all times, while the faces of the performers before the CBS color cameras paled and darkened as they turned toward and away from the studio lights . . . No one could ask for better color fidelity or more accurate skin tone reproduction than was demonstrated in the pictures of Nanette Fabray."

Leaning towards CBS in past, *Editor & Publisher's* Jerry Walker said: "This department, which has had a soft spot for CBS on the same ground as the FCC—that the CBS system was the only one really ready, as of last year—finds it difficult now to chase the cruel thought that FCC is riding an obsolete horse. The RCA pictures seen this week could easily stand up to comparison with the CBS presentation . . . The direct large-sized pictures, with 16-in. and 21-in. tri-color tubes, were easier on the eyes than those seen through magnifying glass. Also noted was the absence of flicker and color hangover. The eyes carry over a flashing spectrum as they blink while watching a CBS 'mechanical' (rotating disc) picture."

After thumbing through some of RCA's thousands of viewer responses regarding compatibility, *New York Herald Tribune's* Joseph Kaselow wrote: "Many letters said the black-and-white pictures had better definition and clarity than the regular telecasts and, in some instances, that something approaching a 3-dimensional effect was achieved. The pictures also were said to have 'more blackness' than usual. A random sampling of the letters and cards showed that, in addition to giving the basic information asked by RCA, many set owners were surprisingly well informed on the issues involved in the color controversy . . . As was to be expected, viewers liked the idea of being able to receive the colorcasts without having to buy and install adapters . . . The few letters which included criticism of the pick-ups said that there had been blurriness in the long shots and during rapid action."

Harry MacArthur, of the *Washington Star*, mulled over what he'd seen, wrote another piece on it: "It is hard to foresee anything but approval of the system when it is submitted to the FCC, which is certain to happen in due course . . . You can be sure of one thing. Before it is submitted to the FCC again, this RCA color system will have been tested, retested and tested again until it is definitely proved immune to earthquake, fire, flood, unexpected cataclysm of nature or any possible disaster . . . The two color TV systems are close enough together now that some might find it hard to choose between them."

Personal Notes: Harold L. Morgan Jr., ABC-TV operations director, elevated to v.p. in charge of TV program dept., reporting to Alexander Stronach Jr., TV v.p.; Charles M. Underhill, ex-CBS, joins ABC-TV July 30 as national director, program dept.; Henry T. Hede named business mgr., Anthony M. Hennig production mgr., program dept. . . . James C. McNary has withdrawn from consulting engineering partnership of McNary & Wrathall, will continue Washington offices while Grant Wrathall continues to operate from Aptos, Cal. . . . D. L. Provost, business mgr. of WBAL & WBAL-TV, Baltimore, named acting gen. mgr., Hearst Radio Inc. under president Charles B. McCabe; he will work out of Baltimore . . . William A. Williams elected asst. treasurer, NBC, reporting to Joseph V. Heffernan, financial v.p. . . . Ray Stone named asst. mgr., CBS-TV network sales service dept. under Robert F. Jamieson . . . Robert G. Dalchau promoted to film editor, KEYL, San Antonio, succeeding Tom J. Maloney, resigned; Vernon Poerner named stage mgr., following promotion of Bill Michaelis to director . . . Frank A. Daniel appointed mgr. of TV-radio dept., Lennen & Mitchell . . . Clinton F. Wheeler Jr., ex-BBDO, named director of TV-radio, Hewitt, Ogilvy, Benson & Mather . . . Michael Foster scheduled to head up TV public relations dept. of newly-reorganized CBS setup (Vol. 7:28), George Crandall to handle radio . . . Henry J. Christal, partner in Petry rep firm, has resigned, indicating no future plans . . . I. E. (Chick) Showerman, Free & Peters, nominated to succeed WMCA's Norman Boggs (soon joining Don Lee) as president of N. Y. Radio Executives Club.

TV Program Standards Committee (Vol. 7:25, 28) will lay groundwork for TV code July 30 at NARTB headquarters in Washington. In addition to chairman Robert D. Swezey, WDSU-TV, New Orleans, members are: From NARTB board—Harry Bannister, WWJ-TV; Harold Hough, WBAP-TV; Clair R. McCollough, WGAL-TV & WDEL-TV; Paul Raibourn, KTLA-TV. Non-board members—Walter J. Damm, WTMJ-TV; James C. Hanrahan, WEWS-TV; J. Leonard Reinsch, WSB-TV & WHIO-TV; Henry W. Slavick, WMCT-TV; Donald W. Thornburgh, WCAU-TV. Network members—Davidson Taylor, NBC; James L. Caddigan, DuMont.

Code of ethics for TV films was adopted at July 19 meeting of National Society of TV Producers in Hollywood, with ex-newsman and movie producer Martin Mooney named to administer it. Code covers such subjects as "crimes against the law, race and nationality, vulgarity, obscenity and profanity, religion and sex," is similar in content to motion picture code. NSTP also announced it is setting up committee under president Louis T. Snader to formulate standard labor relations contract for TV film industry.

FM committee of NARTB, named this week by president Harold Fellows: Ben Strouse, WWDC-FM, Washington, chairman; Frank U. Fletcher, WARL-FM, Arlington, Va.; Josh L. Horne, WFMA, Rocky Mount, N. C.; Edward A. Wheeler, WEAW, Evanston, Ill.; Raymond S. Green, WFLN, Philadelphia. Alternates: Everett L. Dillard, WASH, Washington; Victor C. Diehm, WAZL-FM, Hazleton, Pa.; Herald Harrison, WMAS-FM, Springfield, Mass.

Count of TV Sets-in-Use by Cities

As of July 1, 1951

Estimates are sets within .1 Mv/m contours (60 mi.), excluding overlaps, as established by NBC Research.

SETS-IN-USE total went above 13,000,000 as of July 1, up from 12,769,300 reported for June 1 (Vol. 7:25) by NBC Research—reflecting steady audience growth despite receding rate of sales due to slump. New York area total went to 2,435,000, up 45,000 from preceding month. Los Angeles was credited with an even 1,000,000, up 67,000. On other hand, Philadelphia's 863,000 was mere 5000 gain in month, Chicago's 940,000 gain of 10,000. These are the July 1 estimates (consult individual stations for estimates of number of families within respective service ranges):

Area	No. Stations	No. Sets
Interconnected Cities		
Ames (Des Moines)	1	60,000
Atlanta	2	119,000
Baltimore	3	304,000
Binghamton	1	40,700
Birmingham	2	57,400
Bloomington, Ind.	1	16,800
Boston	2	748,000
Buffalo	1	207,000
Charlotte	1	82,600
Chicago	4	940,000
Cincinnati	3	261,000
Cleveland	3	482,000
Columbus	3	150,000
Davenport-Rock Island	2	58,600
Dayton	2	131,000
Detroit	3	501,000
Erie	1	49,200
Grand Rapids	1	79,400
Greensboro	1	70,800
Huntington	1	46,100
Indianapolis	1	143,000
Jacksonville	1	33,000
Johnstown	1	101,000
Kalamazoo	1	40,600
Kansas City	1	125,000
Lancaster	1	104,000
Lansing	1	55,000
Louisville	2	93,300
Memphis	1	87,600
Milwaukee	1	247,000
Minneapolis-St. Paul	2	269,000
Nashville	1	33,300
New Haven	1	163,000
New York	7	2,435,000
Norfolk	1	71,600
Omaha	2	79,900
Philadelphia	3	863,000
Pittsburgh	1	310,000
Providence	1	156,000
Richmond	1	83,700
Rochester	1	84,600
Schenectady	1	159,000
St. Louis	1	297,000
Syracuse	2	124,000
Toledo	1	95,000
Utica	1	45,200
Washington	4	270,000
Wilmington	1	72,400
Total Interconnected	81	11,045,800
Non-Interconnected Cities		
Albuquerque	1	9,000
Dallas	2	124,000
Fort Worth	1	
Houston	1	82,200
Los Angeles	7	1,000,000
Miami	1	75,000
New Orleans	1	58,600
Oklahoma City	1	91,900
Phoenix	1	38,400
Salt Lake City	2	47,500
San Antonio	2	47,500
San Diego	1	103,000
San Francisco	3	204,000
Seattle	1	87,500
Tulsa	1	*74,200
Total Non-Interconnected	26	2,042,800
Total Interconnected and Non-Interconnected	107	13,088,600

* Same as June 1; no new figure reported for July 1 at time of going to press.

Station Accounts: H. J. Heinz Co. (57 Varieties) using TV for first time starting Aug. 10 on WDTV, Pittsburgh, sponsoring 26 Friday segments of *Kay's Kitchen*, Kay Neumann's local domestic science show, placed thru Maxon Inc., N. Y. . . . "Old Stove Round-Up" campaign of 800 gas utility companies, joining with 62 gas range manufacturers and 40,000 appliance dealers, will have $1,500,000 ad budget for September-October campaign, using TV along with local newspapers and radio . . . Glidden Co. to advertise new Spred Satin rubber latex emulsion "wonder paint" for interiors, to use TV along with radio, newspapers, magazines, thru Meldrum & Fewsmith, Cleveland . . . Scrip to Israel, corporation headed by Bartley C. Crum, to promote sending certificates to persons in Israel which may be redeemed without ration points for food, clothing, etc., will use TV and radio, thru J. R. Kupsick Adv., N. Y. . . . BAB has issued 30-page report on dairy industry, designed to aid broadcasters in servicing accounts . . . Drewry's Ltd., South Bend (beer), has named MacFarland Aveyard & Co., Chicago, to replace Maxon Inc. as agency, plans spending $250,000 rest of year on TV-radio, about 75% on Chicago and Michigan TV stations, remainder on regional radio; Drewrys is about to merge with Atlas Brewing Co. and Schoenhofen Edelweiss Co., both Chicago . . . Muntz TV sponsoring *I Want to Get Married*, advice panel on KTTV, Los Angeles, Tue. 9-9:30 p.m. . . . Among other advertisers reported using or preparing to use TV: Dentabs Inc. (mouthwash & gargle), thru Raymond Morgan Co., Hollywood; Kingan & Co. Inc. (meat packer), thru Warwick & Legler, N. Y.; Ben-Gee Products Inc. (bean sprout balm), thru Schoenfeld, Huber & Green Ltd., Chicago; Radion Corp. (TV antennas), thru Calkins & Holden, Carlock, McClinton & Smith, Chicago; W. F. McLaughlin & Co. (Manor House coffee), thru Earl Ludgin & Co., Chicago; Thomas (hair & scalp specialists), New York (WOR-TV); Kentile Inc. (flooring material), thru Ruthrauff & Ryan, N. Y.

Network Accounts: NBC-TV's Saturday night *All Star Revue* and *Your Show of Shows*, resuming Sept. 8, are virtually sold out—only vacancy left on *All Star Revue*. Lineup for 8-10:30 show begins with Pet Milk and newly signed Snow Crop Marketers participating in *All Star Revue*, 8-9; Camel will sponsor 9-9:30 segment of *Your Show of Shows*, with Benrus, SOS (scouring pads) and Minnesota Mining Co. (Scotch tape) sharing 9:30-10 time and Lehn & Fink (Lysol, Hinds) and Eversharp-Schick alternating 10-10:30 portion weekly . . . Celanese Corp. of America (textiles, plastics, chemicals), starting Oct. 3, will sponsor *Celanese Theatre* alt. weeks on ABC-TV, Wed. 10-11 . . . General Foods (Maxwell House coffee) substituting *The Ad Libbers* for *Mama* during 5-week vacation beginning Aug. 3 on CBS-TV, Fri. 8-8:30 . . . ABC-TV has bought *Crusade in the Pacific*, sequel to *Crusade in Europe*, will make it available to all affiliates for early fall local sponsorships.

Some 80% of the program time on American TV stations is sponsored, NARTB's research dept. reported July 18 in analysis of program logs of 81 stations. This doesn't include out-of-program or spot announcements, which averaged 216 a week per station, or 3.2 per hour of operation. Analysis showed average TV station is on the air 82 hours, 25 minutes per week, exclusive of test patterns. Study also indicated TV stations devote average 6.5% of weekly broadcast time to "educational, religious and discussion programming," including travelogs, educational films and features, press interviews, forums and discussions, but not including news, weather or market information. Fifty-five interconnected stations took 50% of their programming from networks; 12% kinescope, 18% film, 17% live local programs. Twenty-four non-interconnected stations derived 46% of their program time from kine, 28% film, 29% local live shows.

CBS will reflect reorganization (Vol. 7:28) right down to network identification announcements. Starting July 22, it's: "This is CBS television." Next day, it begins: "This is the CBS radio network."

Bulova president John H. Bullard presented plaque this week by NBC chairman Niles Trammell to commemorate 10th anniversary of TV's first commercial time signal placed July 1, 1941.

TV Station & Network Map

New Television Map of the United States, in color, revised to July 15, 1951, showing locations and lists of all operating TV stations with present and projected (1951-52) network routes, was made available with each copy of our *TV Factbook No. 13*. It's 22x34-in., suitable for wall or desk, usable as working outline. Demand for this map has been so great that we've ordered re-run, can offer extra copies at $1 each—or 50¢ each in quantities of 20 or more.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
July 21, 1951

'BEDROCK NOW—NO PLACE TO GO BUT UP': Still loaded with factory TV inventories that may be nearly as large as total in trade pipelines (see figures below), most TV-radio manufacturers resume post-vacation production determined to err this time on side of conservatism. They plan no great surge of output -- however confident some are about fall-winter market, for which they normally begin producing about now.

So it will be surprising, indeed, if second half 1951 production comes anywhere near first half's 3,300,000-odd TVs, 8,000,000-odd radios (Vol. 7:27). Third quarter, with July-August vacation shutdowns running 2-4 weeks (Vol. 7:25-26), seems certain to fall off to negligible total compared to first quarter's 2,200,000 and second quarter's 1,110,000. Thereafter, it's anybody's guess.

[Note: It's interesting fact that first half 1951 TV units are very few more than automotive industry's 3,103,111 passenger car production in same period.]

* * * *

Where do we go from current small-scale output -- for it's no secret that all factories have post-vacation schedules in low gear? RTMA president Glen McDaniel told NAMM convention in Chicago this week:

"I do not believe I am being unduly rash when I say that business will improve this fall and winter. To begin with, we are at bedrock now and there's no place to go but up. Second, the fall and early winter are normally the best sales months for our industry. Third, the quickness with which set manufacturers cut back their production in the second quarter has had its effect in lowering retail inventories and putting an end to threats of dumping.

"Many of you will recall the somewhat alarming condition that arose in May when a public auction was announced in New York for the purpose of unloading $5 million worth of TV sets and similar auctions were started in other cities. The extended credit condition of many dealers throughout the country was a cause of very grave concern to us when the auction movement started. Balance quickly restored itself, however, and dumping operations decreased.

"I believe that the action of the manufacturers in sharply curtailing production was instrumental in avoiding financial catastrophe for many dealers. Dealer inventories are now generally being reduced, and a return to normal dealer buying can be expected by late summer or early fall."

McDaniel held out hope for relaxation of Regulation W, approved by House a few days later (see p. 1). As to outlook for raw materials, he said:

"It now appears that, despite growing limitations on civilian uses of these materials, the industry will be able to manufacture as many TV and radio sets as the market will absorb before end of the year unless more severe shortages develop. This is due in part to progress the industry has made in its materials conservation efforts...achieved without any sacrifice of quality in the equipment or parts."

* * * *

Dun & Bradstreet report on dealer inventories should be out in week or so, giving first authentic figures on extent of pileup. Meanwhile, with RTMA releasing ever-mounting factory inventory figure each week, popular trade guessing game -- and source of lots of whispers -- is who has most of the sets?

Only frank admission that it was warehousing considerable numbers came from General Electric, which turned out somewhat over 300,000 sets first 6 months of this year, resumed production July 16 at rate of 75,000 per quarter -- in other words, plans to turn out half as many second half 1951 as it did first half. It doesn't tell how many TVs it has in warehouses, but GE's TV sales chief David Davis said in Chicago this week:

"We believe that the present excess inventory position of the industry will reverse itself into a definite shortage position before the end of the year. We

believe that any inventories you may accumulate during the summer will be the best insurance that you will be able to satisfy the great acceptance and demand which we expect to have this fall [when] we believe that the industry as a whole will be seriously curtailed."

Few others will admit big inventories, some pointing ruefully to the huge financial resources that enable GE to do what they cannot -- even if they were minded to. Taking cognizance of whispers about its condition, Admiral issued statement denying it now has any factory inventory at all and revealing its strong financial position (see Financial Notes), particularly as one of the few big (or little) companies in TV-radio without any bank loans.

* * * *

Output of TVs dropped to mere 8270 (no private brands) during second summer plant vacation week, ended July 13. Radios totaled only 99,667 (88,673 private). The TVs compare with 12,817 week preceding, radios with 74,863 (Vol. 7:28). Radios were 72,553 auto, 21,964 home, 5150 portable.

Factory inventories of TVs went up a bit more -- to 744,162 from 739,945 week before. Radio inventories were 351,368, down from 406,046.

RTMA revised 6-month output figures now show 3,331,268 TVs (vs. 3,136,300 same period last year) and 8,027,254 radios (vs. 7,333,600). Of these, 2,199,669 TVs and 4,343,600 radios were produced during first quarter.

WHAT CBS COLOR SETS WILL BE LIKE: CBS-Columbia Inc. now plans novel color receivers with 2 picture tubes -- one tube 17 or 20-in. for black and white, the other 10-in. (magnified to 12½) for color. Proposed models would have tubes side-by-side and/or one above the other. "Shot-in-dark" estimate of price: $600.

That's latest from big radio network's manufacturing subsidiary, revealed by its president David H. Cogan. But first color production, he said, will be $500 10-in. (magnified) color-monochrome set with disc that splits to give black & white (Vol. 7:23). Pilot run of 500 is slated for late August, going to 300-a-day rate in September -- "if we can get materials, and we're having a little trouble."

Then will come $249 "slave" unit with 10-in. tube, along with a $400 color-monochrome set. Thereafter, the 2-tube set may emerge in October.

Plan is to devote former Air King factory one-third to color sets, produce 25,000 by year's end. Air King, said Mr. Cogan, has been making 20,000 black-and-white sets monthly -- heavily in private label field (including Sears Roebuck).

* * * *

If ardor for FCC-approved CBS color system has been dampened by RCA's very successful demonstrations of tri-color tube last week (Vol. 7:28), it isn't apparent among CBS folk. Well-attended showings of its color models at Chicago Music Trade Show this week were deemed huge success. Said Mr. Cogan: "We aren't taking orders, because we have orders for all we can produce from our established distributors -- and they're on allocation."

What did he think of RCA's color, as he and other CBS executives saw it last week? "No better," he replied, "than last year. Do you think their set is a production item? With 54 tubes? And a tri-color tube that would cost $200?

"RCA says our sets are too expensive. Then they say they can bring their costs down. Don't they think we can bring our costs down, too?"

CBS chairman Wm. Paley may differ with Cogan in evaluation of RCA color. According to Variety, Paley "reportedly told friends he was impressed by the 'tremendous improvement'...He is said to have been especially impressed by RCA's compatibility feature...He observed, however, that CBS colors are still more brilliant."

CBS has tried the RCA tri-color tube with its system, and Cogan reports: "It doesn't compare. Don't think we wouldn't use such a tube if there were a good one. We'd be glad to have it. We're in the tube business, too [Hytron] -- not in the manufacture of discs and motors. It just happens that the disc is the best and cheapest way of producing color today."

It would take only 4-5 extra receiving tubes to incorporate tri-color tube

in CBS sets, he added. He emphasized rejection of tri-color tube when he said that drum sets for 17-in. or larger pictures are planned next year.

* * * *

Besides TV and radio advertising, splurges in Life, Saturday Evening Post, etc. are planned in promotion campaign this fall-winter. But CBS is now treading cautiously, for it faces (1) problem of keeping that two-thirds line of monochrome receivers moving; (2) task of meeting pro-compatibility arguments of main body of the TV-radio industry, who also are good advertisers and promoters; (3) probable need to persuade own color set customers their sets won't be obsoleted soon. As a starter, it has published booklet "Questions and Answers About Color Television."

Topics & Trends of TV Trade: NAMM's annual music trade show in Chicago this week resulted in little, if any, more business for TV manufacturers than did dull summer furniture market there few weeks earlier. Reports were uniformly "blue"—*Retailing Daily's* Martin Rosenblum even describing how some of the exhibitors (Vol. 7:28) whiled away their time (as retailers merely "looked around") by watching ball games on their display sets or playing gin rummy. Consensus seemed to be that it was slowest such show in many years, that much of the time was spent bemoaning sad state of business and engaging in guessing games about when upturn would come.

Reporter Rosenblum even told of furniture chain picking up 17-in. tables at $85, to be promoted shortly at $139 retail; of "secondary manufacturers" quoting 17-in. leatherette-covered table at $105, 20-in. table at $130, 20-in. open console at $140, latter 2 with tax-warranty included.

New York trade circles sat up and took notice this week when Gertz dept. store in Jamaica advertised 17-in. table sets (made for store's own Ambassador brand by Starrett) at $99 plus $20 to cover excise tax year's warranty on picture tube, 90-day warranty on replacement parts. Needless to say, the sets sold like the proverbial hot cakes.

Off-brand manufacturers are known to be offering enormous concessions to dealers to help move factory inventories, and it's generally felt some mortalities are inevitable. But the top brand producers insist they're sticking to wholesale price schedules, pressing their outlets to promote more and more, some even paying 100% of the retail advertising bills. In fact, one of biggest told us last week that, so far as his company and others at top level are concerned, business at retail level has been "extraordinarily good" this summer—better than seasonally expected; even better than same time last year.

Factory sales are another matter, and the big boys are simply biding their time until retailers unload; they're confident of good fall-winter season, though nobody thinks it will be as good as lush 1950's. Some think the industry was lulled by easy selling last year into thinking that condition would be permanent.

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Prices being quoted on such new models as are coming out don't indicate any price collapses—quite the contrary. Magnavox's 2 additions to line are TV-radio-phono combination at $595 list in mahogany, $610 blonde, and TV console at $475. Zenith has 5 new super-dooper 19-in. mahogany units selling from $1300 to $1925. Stromberg-Carlson adds 12 new sets, lowest priced being 17-in. at $290, with 4 new 24-in. at $675, $725, $795, $975 proposed list. Pilot's new sets range from 17-in. mahogany table at $299.50 to 20-in. console at $495. Trad has 24-in. console at $340, 20-in. console at $220. Video Products Corp., now operating as Sheraton Television Corp., has 20-in. line starting with table at $300 up to console at $379, plus 24-in., unpriced.

RASH of articles on how to hypo TV sales has broken out in current issues of merchandising publications. For example:

July *Electrical Merchandising* features spread on "Two Ways of Riding the TV Slump," discusses results achieved by Algene Electric Co., Bridgeport, Conn., based on good servicing department, very little advertising, no price-cut promotions or big trade-in offers. Contrasting methods used by Music Shop, Cleveland, are described in same article; it increased sales volume from $20,000 to $75,000 a month on basis of large trade-in business built up solely by newspaper advertising. Store does no installation or servicing.

Sales resistance fostered by color ballyhoo is hot topic in July *Radio & Television Retailing*. Two-page question-answer feature, "What to Tell Your Customer About Color Television," points to paucity of color programs and sets, high cost of sets, "open door" to compatible systems, etc. Another article, "How One Dealer Overcomes the Color TV Sales Bogey," points to success of Sneed's Radio & Television Co., Tulsa, in telling public via ads and talks that "folk who 'wait' will miss big shows now on air." In same magazine is story on how to "Sell More TV Sets via the Home-Trial Method."

"How a Music Dealer Sells Television" through planned promotions, intelligent displays, alertness to changing times is discussed in July *Radio & Television Journal* article on Hopper-Kelly music store, Seattle.

Overcoming credit restrictions is topic of big feature in July 12 *Retailing Daily*, which cites "new, aggressive merchandising plan" which it says boosted TV sales of Dorn's House of Miracles chain in Los Angeles $500,000 in 5 months. Dorn's, says article, turned "temporary defeat by hands of Regulation W into startling sales victory." Owner Harry Dorn is quoted: "The crux of the whole problem is that you must offer sets at a low enough total price so that the down payment is also budgetwise."

Note: In anticipation of end of freeze, NARDA is instituting unique program to acquaint dealers from non-TV areas with problems and techniques of TV retailing. NARDA members in TV areas are being asked to serve as hosts to dealers from non-TV cities to give them first-hand look-see into the unique aspects of TV receiver selling.

* * * *

Sylvania is out with 14 new models, four embracing its new "Halolight" for better viewing comfort (Vol. 7:23, 25, 28). Three 17-in. tables sell at $250, $300, $310; one 20-in. at $400. Two 17-in. open consoles are $370 & $380; two 20-in. with Halolight are $500 & $520. Two 17-in. consoles with doors are $400 & $420, and 20-in. console with Halolight $530. Console combinations are 17-in. at $550 & $570, and 20-in. with Halolight $660. Carried over are 12 models, ranging from 14-in. table at $220 to 20-in. consoles with doors at $490 & $510 to 17-in. combination at $550.

Some new lines have uhf converters offered separately, Sylvania's at $44.95 and Stromberg's promised later this year at around $50.

Trade Personals: Marvin Hobbs named electronics advisor to chairman John Small, Munitions Board, succeeded as chief of Office of Electronics Programs by Col. C. A. Poutre, Signal Corps . . . Edward M. Tuft, RCA Victor v.p. and director of personnel, appointed to newly created post of v.p. in charge of organization development, coordinating company's manpower for expansion and development; Albert F. Watters promoted to director of personnel . . . K. R. Patrick, gen. mgr., engineering products dept., RCA Victor Ltd., Montreal, new president of Canadian Aviation Electronics Ltd. . . . Joseph Thwaites appointed mgr. of electronic research, Canadian Westinghouse Ltd. . . . Robert H. Bishop, Sylvania sales v.p., resigns as of Sept. 1 to join Drew Chemical Co., N. Y. . . . M. D. Schuster, ex-Hoffman Sales Corp. gen. mgr., recently with Magnavox as district mgr., has returned to Hoffman Radio as national sales mgr. under R. J. McNeely, director of sales . . . William J. Halligan Jr., 25, eldest son of founder-president of Hallicrafters, Notre Dame graduate, Navy radio veteran, appointed chief of Hallicrafters communications equipment sales . . . Robert D. Dunn, ex-asst. treasurer, Phillips Export Corp., promoted to v.p. . . . Henry R. Geyelin, DuMont receiver sales div. adv. mgr., appointed to coordinate advertising of various DuMont activities . . . Muriel Young, ex-Raymond Loewy Associates, appointed head of Emerson industrial design dept.

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Time Magazine's July 23 cover story on RCA chairman David Sarnoff discloses that he has "plans to expand RCA into new territory." It states: "He is already itching to put RCA into the electric-appliance business, NBC into the movie business (to make films for TV), and is planning a 'pay-as-you-hear' TV system which would not depend on telephones as does Zenith Radio Corp.'s system." Trade gossip has long had RCA entering appliance fields, and it's known to have looked into several properties. This week, there was unconfirmed report that IT&T, which last year purchased Farnsworth, was negotiating for control of Coolerator Corp.

Trade Miscellany: Crosley distributor meetings to be held in Chicago, July 26-27 . . . Philco holding no summer convention but has called distributors (no dealers) for informal sessions in New York's Waldorf-Astoria, Aug. 3-4, and in Chicago, Aug. 6-7 . . . Westinghouse's new TV-radio line to be showed to distributors in New York Aug. 6, Chicago Aug. 13, San Francisco Aug. 20 . . . Admiral calling in some 200 executives of own and distributor branches for Aug. 10-11 meetings in Drake Hotel, Chicago —won't show new models but will conduct "clinic" on selling, on uhf & color, other merchandising problems.

Merchandising Notes: "Price is now the deciding factor in moving goods," said William Tobey, v.p. of big Abraham & Straus dept. store, Brooklyn, in reporting July 20 on "more than satisfactory" volume achieved this week in selling Wilcox-Gay 17-in. table model at $129 (regular list $290), 17-in. console $159 (regular $359), 19-in. console with doors $249 (regular $475) . . . Kaye-Halbert Distributors Inc., Los Angeles, offering customers 5 days with room and board at 3 southern California and Mexican resorts with purchase of each model priced from $369; salesman gets clothing certificates for each set sold, same type paid vacation if he sells 24 sets . . . Big Hudson Ross chain opens branch in Chicago's Merchandise Mart soon, to be managed by Frederick Dumont . . . DuMont new policy warrants its TV tubes sold as replacements for 6 months from date of installation in user's set; formerly it was 6 months after shipment from factory. Move is designed to stimulate replacement-conversion business among the 1,000,000 TVs 3 years old or more and the 3,000,000 sets 12½-in. or smaller.

Mobilization Notes: Top 50 defense contractors include 8 firms which are heavy producers of electronic equipment. This was revealed July 18 when Senate Small Business Committee made public list of companies receiving "heaviest concentration" of military orders from July 1, 1950, to June 1, 1951. Committee's complaint was that 10 big firms got 40% of defense contracts during that period. Most of the "electronic" firms listed make many non-electronic military items.

Two electronic firms made the "big 10." They were GE, seventh with $500,000,000 in military contracts, and Bendix, tenth with $475,000,000. Other companies in electronics field which appeared on list: Western Electric, 13th, $343,000,000; Westinghouse, 15th, $245,000,000; Sperry Corp., 21st, $198,000,000; Avco, 32nd, $122,000,000; RCA, 36th, $108,560,000; Raytheon, 39th, $103,500,000.

Heading whole list was General Motors with $3.5 billion, Ford with $1 billion. Among the first 10 were 6 aircraft companies in addition to Bendix—all of which are known to be deeply in production of aero electronic equipment (radios, radar, guided missiles, etc.). They are Boeing, Curtiss-Wright, Lockheed, Republic, United Aircraft, North American Aviation.

* * * *

Twelve electronic equipment firms received DPA certificates of necessity for tax aid in expansion of production facilities during 2 weeks ended July 13. Largest went to General Radio Co. for expansion of facilities for production of electronic test equipment at Cambridge, Mass., estimated cost $725,000, of which 75% is to be amortized over 5-year period. Other certificates were granted to: American Lava Corp., Chattanooga, Tenn., titania dielectrics, $362,000 at 75%; Amperex Electronic Corp., Wyandanch, L. I., communication and industrial electron tubes, $83,750 at 75%; Sylvania (Radio & TV Div.), Buffalo, N. Y., ordnance, $67,524 at 75%; Tung-Sol, Bloomfield, N. J., electron tubes, $65,951 at 75%; Gorham Mfg. Co., Providence, R. I., electronic mixer assemblies, $63,419 at 85%; Reeves-Hoffman Corp., Carlisle, Pa., oscillators, $50,765 at 75%; Clarostat Mfg. Co., Dover, N. H,. resistors, $40,740 at 75%; General Instrument Corp., electronic equipment, $30,612 at 85%; Polorad Electronics Corp., Brooklyn, N. Y., receiving equipment, $18,260 at 85%; Raytheon, Waltham, Mass., transformers, $14,079 at 85%; DuMont, cathode ray tubes, $6,038 at 85%.

Plant expansions have been authorized by NPA under construction control regulations (Order M-4) for 3 manufacturers of electronic equipment during 2 weeks ended June 30. General Electric was given approval to construct addition to laboratory at Syracuse, estimated cost $2,133,000. Magnavox got OK for new factory at Ft. Wayne, to cost $329,000. Sylvania was authorized to build industrial building at Buffalo, $315,000.

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Ray S. Erlandson, president of San Antonio Music Co., was reelected president of National Assn. of Music Merchants by NAMM board at Chicago convention. Harry E. Callaway, Thearle Music Co., San Diego, was renamed v.p. Other officers elected: Thomas J. Holland, Glenn Bros., Salt Lake City, secy.; Ben F. Duval, W. W. Kimball Co., Chicago, treas. Wm. R. Gard was reelected executive secy.

Assn. of Electronic Parts & Equipment Manufacturers, at Chicago meeting this week, elected John H. Cashman, Radio Craftsmen Inc., as chairman; Francis F. Florsheim, Columbia Wire & Supply, vice chairman; Helen S. Quam, Quam-Nichols, treas.; Kenneth C. Prince, executive secy.

RTMA's inning on excess profits tax bill comes Aug. 2 when spokesmen (probably chairman Sprague and/or president McDaniel) will testify before Senate Banking Committee.

Financial & Trade Notes: Admiral's president Ross Siragusa reported this week (1) that company "has no completed TV sets in inventory at the factory level," and (2) that "while Admiral has large untapped available bank credits, it is free of debt financing, none is contemplated, and the company has expanded its working capital to $25,-700,000 compared with $21,900,000 in December while net worth has increased to $35,900,000 for the same period."

To all Admiral dealers, Siragusa sent letter with first half 1951 financial figures, stating "Admiral's financial health is in the best shape in its history," cautioning them to consider financial responsibility of manufacturers from whom they get goods, forecasting "healthy resumption of TV buying in the fall." Company resumed production this week after vacation period, gearing output to demand of distributors.

Admiral sales first 6 months of 1951 totaled $103,587,-355, net profit after taxes $4,093,421 ($2.12 per share), as against $103,295,848 sales and $8,485,184 ($4.24) profit for same 1950 period. Second quarter sales were $33,265,807, net profit $1,690,078 (88¢) vs. $57,004,439 sales and $4,326,-755 profit ($2.16) same 1950 quarter. Most of second quarter earnings, it was reported, came from readjustment of tax reserves. Drop in volume is shared with whole TV-radio industry, Siragusa blaming it on "general consumer apathy attributed to stringent govt. credit restrictions, 10% excise tax and confusion over color TV."

Govt. orders have increased, deliveries begun, expected to reach peak within 6 months so that "the $5,000,-000 to $6,000,000 rate of delivery per month of govt. orders will compensate in Admiral activity for any decline in civilian business occasioned by material shortages."

* * * *

United Paramount Theatres Inc. reports consolidated earnings of $4,849,000 for first 6 months of 1951, including capital gains and company's share of earnings of non-consolidated subsidiaries. Earnings are equal to $1.49 per share, compare with $5,660,000 ($1.74) for first half 1950. Provision for Federal taxes for first half amounted to $3,256,000 vs. $2,445,000 same period last year. Quarter ended June 20 showed $2,058,000 earnings (66¢) compared with $2,467,000 (93¢) for second quarter 1950. President Leonard Goldenson reported proxies on proposed UPT-ABC merger (Vol. 7:21, 26, 28) are overwhelmingly in favor. Through July 13, proxies from 12,319 stockholders representing 1,183,503 shares voted in favor of merger proposal and 75 holders representing 8474 shares opposed; thus, 36% of outstanding stock has been voted in favor, .03% against.

V-loan credit of $50,000,000, plus additional unsecured credit line of $20,000,000 was arranged this week by Avco president Victor Emanuel, who stated they're to finance defense contracts for "wide range of electronic equipment" along with tanks and aircraft engines and airframe components. It's largest loan processed to date through New York Federal Reserve Bank, participants being 14 banks headed by Bankers Trust.

How higher taxes are biting into profits is illustrated in GE statement for first 6 months, showing all-time record sales of $1,184,735,000 and pre-tax profit of $212,326,-000—latter reduced by 139% tax increase to $70,326,000 ($2.44 per share) as against $77,445,000 ($2.68) same period 1950. June quarter sales were $615,047,000, net earnings $35,329,000 ($1.33).

International Resistance Co. has purchased Hardy Instrument Co., Forest Hills & Long Island City, N. Y., makers of Microstak rectifiers, etc., will operate it henceforth under IRC specialty div., Philadelphia; president Norman Hardy and chief engineer Benj. Solow join IRC.

Motorola sales for first half 1951 were approximately $72,000,000 compared with $70,568,388 for same 1950 period. Second quarter sales slumped to $25,500,000 from $34,717,415 for second quarter 1950 due to falling off of TV demand. Forward buying of TV sets first quarter this year, says preliminary report, "borrowed" greatly from sales in first quarter. Said July 16 letter from president Paul Galvin to stockholders:

"Assuming a Korean armistice and no world war, this is about the way the next six months appear in prospect. We do not expect to equal the dollar volume attained in the last six months of 1950, nor do we expect to show earnings equivalent to those of the same period of 1950. Volume reduction will be influenced greatly by controlled material govt. regulations which will limit our production of civilian goods. Car radio sales should parallel automobile sales which, in turn, will be curtailed by govt. regulations. TV sales, in addition to regulations limitations, will be influenced by the forward buying of the past year, as well as by the restriction of markets due to the [FCC] 'freeze' . . . Our home radio and communications sales, however, will probably remain about the same as in the last 6 months of 1950. Our govt. business will be very moderate for this period because military contracts for the most part require lengthy preparation and tooling and, therefore, will not influence our billings to any substantial degree until 1952.

"Net profits, in addition to being influenced by a lesser volume of business for the next 6 months, will be affected by the excess profits tax. Nevertheless, at this writing, we expect to earn a satisfactory profit for the year 1951."

* * * *

Official Films Inc., Isaac D. Levy's big films-for-TV project which recently absorbed Jerry Fairbanks Studios (Vol. 7:22, 27), holds special stockholders meeting Aug. 2 to change authorized capital from 1,000,000 shares of Class A common (10¢ par), 1,000,000 Class B (10¢) and 36,230 shares of 35¢ cumulative preferred ($5 par) to 2,000,000 shares of common—eliminating distinction between A & B. Preferred has already been redeemed. Board will also be increased to 12 members, says letter by president Aaron Katz accompanying notice signed by Emanuel Sacks (RCA v.p.) as secretary.

Short interest in TV-radio and related stocks on New York Stock Exchange showed these changes between June 15 and July 13, NYSE reported this week: Admiral, 42,445 shares on June 15 to 37,405 on July 15; Avco, 19,680 to 20,280; CBS "A," 12,283 to 3400; CBS "B," 7489 to 1452; Emerson, 7368 to 5775; GE, 11,215 to 13,296; Magnavox, 20,757 to 17,373; Motorola, 16,487 to 17,373; Philco, 18,444 to 18,252; RCA, 25,223 to 29,986.

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Society of Motion Picture & Television Engineers won't participate in forthcoming hearings on requests for theatre-TV frequencies (Vol. 6:2, 9; 7:17), president Peter Mole announced following June 20 board meeting in New York. Pointing out that SMPTE is a technical organization not concerned with "commercial or industrial matters as such," Mole said: "The Society is convinced that the matters under consideration at these hearings can be adequately . . . handled by the qualified engineering representatives of the motion picture organizations." In letter to FCC, Society explained that its mission to coordinate various technical aspects of theatre TV has been accomplished, invited Commission and 8 motion picture organizations to "call upon it at any time" for answers to specific technical questions. Theatre-TV hearing, scheduled for Sept. 17, will probably be postponed because of crowded FCC calendar.

Telecasting Notes: Senate crime investigating committee (Kefauver) to "play" return TV engagement in New York shortly after Aug. 1 under new chairman, Sen. O'Conor (D-Md.), who will permit telecasts of new probes. Meanwhile, ABC-TV has optioned rights to Sen. Kefauver's syndicated feature and book, *Crime in America*, will use factual stories as basis for dramatic series . . . ABC has purchased Eagles Bldg., 4-story structure in downtown San Francisco, for studio-office space, will spend $1,000,000 on alterations including 70x100-ft. studio 30 ft. high accommodating audience of 750 and 3 more TV studios each 30x40-ft. . . . NBC-TV officials Lyman Munson, Fred Wile, Sam Fuller, Pete Barnum were in Hollywood this week seeking studio space for expected insurge of network programs with completion of coast-to-coast cable-microwave facilities; they were said to be eyeing big Walt Disney sound stage, reportedly available for lease . . . Uncertainty about delivery of steel for TV-FM tower in Toronto may delay completion schedule for Canada's first TV outlet, but CBC engineers are still aiming for completion in March 1952 (Vol. 7:22) . . . In theatre-TV experiment celebrating opening of *Cyrano de Bergerac* film, Washington's RKO Keith's Theatre July 18 picked up 5 minutes of WTOP-TV's local Mark Evans-Elinor Lee program discussing the film and Douglas Edwards' 15-minute newscast which followed—commercials and all. Theatre official said "the audience loved it," applauded after news show . . . Young America Films Inc. has acquired TV film rights to "My Most Unforgettable Character," regular feature in *Reader's Digest*, plans series of half-hour shows . . . Television Authority and the 4 TV networks July 16 announced statement of policy pledging expansion of opportunities for Negro artists on TV . . . Still under TVA picketing after 16 weeks of strike, KFI-TV, Los Angeles, has dropped more than dozen employes; it looks like impasse with union until FCC approves proposed $2,500,000 sale (Vol. 7:23) to Don Lee Enterprises (Tom O'Neil) . . . Screen Actors Guild July 17 announced signing of collective bargaining contracts with 37 companies, "most of which make TV films" . . . McCall's Magazine setting up awards for achievements by women in TV-radio—3 to go to broadcasters, 3 to executives—for service to community, to women, to children . . . WBZ-TV, Boston, raises base hour rate Aug. 1 from $1000 to $1250, one-min. from $200 to $250, changes Class A time to 7-11 p.m. daily except Sun. (6-11 p.m.) . . . KSTP-TV, St. Paul, Aug. 1 raises base hour rate from $650 to $800, one-min. from $130 to $160 . . . WCPO-TV, Cincinnati, revises July 1 rate card to fix 6-11 p.m. Mon.-Fri. as Class A time and 7-11 p.m. daily Class A announcement time; also to raise one-min. rate from $110 to $150, 20-sec. rate from $92.50 to $135.

Republic Pictures' first sale of its old films to TV (Vol. 7:23, 26-27) was deal reported this week with KNBH (NBC), Los Angeles, involving package of 26 mystery features and 48 serial episodes for $77,700. Films were made between 1938 and 1945, sold on basis of one TV run for each feature, 2 for each serial. KNBH was said to have turned down Gene Autry, Roy Rogers and Red Ryder westerns on ground one-run price of $30,000 each would be too steep for a sponsor. Also on films-for-TV front, Snader Telescriptions this week changed name to Snader Productions, announced plans to distribute full-length films to theatres as well as TV. Snader has exclusive American rights to 13 British Alexander Korda films, of which 9 will be released both to theatres and TV, 4 to TV only.

Negotiations with ASCAP for TV station performance rights have broken off, and petition was filed July 18 by Judge Simon Rifkind and Stuart Sprague on behalf of 56 stations asking Federal district court in New York to fix reasonable terms and conditions for local station and network licenses.

Telecasting industry employs some 12,500 persons as staff members of TV stations and networks, according to fourth annual TV Employment & Wages Report compiled by NARTB employe-employer relations dept. under Richard P. Doherty. Report shows average TV station employed 85 persons (61 full-time, 24 part-time) during late spring 1951 vs. 57 in 1950 and 66 in 1949. Average weekly station payroll is $6267. Median salary for non-supervisory technical personnel ranges from $63-$84 weekly, according to job classifications; average for supervisory technicians is from $153 for chief engineers to $98 for assistant technical supervisors; average for film personnel is $70-$81. Supervisory program personnel average is $51-$135, non-supervisory $56-$83.

Much-needed uhf signals at top of 470-890 mc band will be broadcast by RCA-NBC's experimental KC2XAK, Bridgeport, beginning approximately Aug. 1. FCC has been asked for permission to operate station on 850-856 mc, with directional antenna fed by 300-watt transmitter, radiating 110 kw visual power, 22.4 aural, towards New York. Station has served as industry "guinea pig" for over 1½ years, operating on 529-535 mc.

North Dakota's first TV application was filed this week—by WDAY, Fargo, seeking Channel 6. Only other state with no TVs as yet on file, among the 421 thus far is Montana. Also applying this week was WIMA, Lima, O., asking for uhf Channel 35. [For further details, see *TV Addenda 13-B* herewith; for complete list of all pending TV applications, see *TV Factbook No. 13* with Addenda to date.]

"Trial" community antenna installations (Vol. 7:28), numbering 18-20, are operating in New York State with Technical Appliance Corp. equipment, according to sales engineer S. K. McNeil. They're called "trial," he says, because Bell Telephone has yet to write code governing use of its poles. Therefore, he adds, "Until this has been written, most of the installations will be only in the stage of running to the first group of homes or down the hill to the edge of the community."

Network TV-Radio Billings

June 1951 and January-June 1951

(For May figures, see *Television Digest*, Vol. 7:25)

NETWORK TV time billings for first half of this year rose to $52,037,560, excluding non-reporting DuMont, auguring far better than $100,000,000 year inasmuch as best months are ahead. Total compares with only $14,032,166 for same 1950 months. June billings slipped to $8,432,462 from May's $9,398,488 (Vol. 7:25) and April's $9,089,454 (Vol. 7:21), but this is seasonal drop—and July billings will probably fall still lower. June billings, however, compare with only $2,820,711 in June 1950.

Network radio billings in June went down to $14,872,111 from $15,145,753 in June 1950 and $16,518,337 in May of this year—also seasonal drop. All 4 AM networks showed declines. Total radio time sales for first half 1951 was $95,489,672, down from $96,939,120 for same 6 months of 1950. The figures by Publishers Information Bureau:

NETWORK TELEVISION

	June 1951	June 1950	Jan.-June 1951	Jan.-June 1950
NBC	$ 4,244,240	$ 1,574,771	$26,739,532	$ 7,501,236
CBS	2,900,782	840,374	17,069,328	4,604,396
ABC	1,287,440	405,566	8,228,700	1,926,534
Total	$ 8,432,462	$ 2,820,711	$52,037,560	$14,032,166

NETWORK RADIO

CBS	$ 6,220,959	$ 5,837,873	$39,285,216	$36,061,897
NBC	4,739,193	5,200,901	30,000,036	32,910,043
ABC	2,720,268	2,902,341	17,344,512	19,473,536
MBS	1,191,691	1,204,638	8,859,908	8,493,644
Total	$14,872,111	$15,145,753	$95,489,672	$96,939,120

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Television Digest

WITH AM/FM REPORTS

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Full Text of TV Power-Boost Order Published as Supplement No. 74, herewith
City-by-City Deadlines for Comments in Allocations Proceedings Published as Supplement No. 73, herewith

STATION POWER HIKES—EVERYONE GAINS: Wider TV station coverage and improved pictures in a few areas -- in a matter of days. Similar improvement for virtually all other TV markets -- potentially. And all before end of freeze.

That's meaning of "power increase" order issued by FCC this week (full text in Supplement No. 74 herewith), its first action after adopting "written hearing" procedure designed to hasten end of freeze (see story, p. 2).

Action won't revolutionize TV coverage overnight, by any means, but it does offer prompt relief for those few markets cursed with very weak signals -- while promising long-run benefits to public everywhere and enhancing set markets and stations' coverage claims.

Specifically, FCC will permit stations to radiate up to 50 kw effective radiated power (ERP), with heights up to 2000 ft., for 6-month periods renewable at end of each period. Only 3 exceptions are stations designated as "community" under old rules -- WGAL-TV, Lancaster, Pa.; WDEL-TV, Wilmington, Del.; WNHC-TV, New Haven, Conn. These are limited to 1 kw ERP, presumably with 2000 ft., though ruling isn't specific about height.

Though new order leaves some questions unanswered, one provision is clear:

Any station now operating 5-kw transmitter at less than full output may run it wide open simply by requesting and obtaining FCC permission to do so. Permission may be requested informally, by letter or wire. Commission promises quick action in absence of complications -- and few are expected.

FCC engineers count 43 stations now running 5-kw transmitters at less than full 5-kw rated output. These may boost powers simply by turning a few transmitter dials. Of these, most will gain only slightly. A few should show marked improvement; for example, New York's WJZ-TV may go from 3 kw to 16-18 kw, WOR-TV from 9 kw to 22 kw. Columbus' WTVN can hike from 6 kw to 19.7 kw; Miami's WTVJ is eligible to jump from 2.2 kw to 16.5 kw, etc., etc.

[For list of all 43 stations, with present transmitter outputs, see p. 6. By using Television Factbook No. 13, showing present ERPs of these stations, engineers may calculate ERPs immediately possible.]

Within 48 hours, 15 stations had requested power hikes (see list, p. 6).

* * * *

Confusion arises where stations are now operating transmitters full blast, as most of them are. People at FCC differ on interpretations, but most think such stations may increase ERP and coverage by installing antennas with greater gain and/or by building higher towers -- but not by installing bigger transmitters.

One commissioner puts it this way: "We don't want people investing large sums for equipment for facilities which won't be final until end of the freeze." He said reason for permitting use of higher-gain antennas, but not more powerful transmitters, is that antenna is minor investment.

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Yet some transmitter powers may be doubled, according to engineers, simply by modest changes in final stage. They're awaiting Commission clarification.

Only exceptions to ban on larger transmitters are those 6 non-community stations now using transmitters rated at less than 5 kw. These may apply for CPs to install 5-kw units, though they may decide to wait until end of freeze to buy even larger transmitters to achieve 100-200 kw. These are the 6 stations, with maximum output of present transmitter in parentheses: WTTV, Bloomington (1 kw); WFMY-TV, Greensboro (.5 kw); WLWD, Dayton (3 kw); WBNS-TV, Columbus (.5 kw); WICU, Erie (.5 kw); KDYL-TV, Salt Lake City (1.2 kw).

FCC emphasizes power increases aren't permanent, have no influence on final powers to be authorized at end of freeze. For any permanent changes, all stations remain subject to same limitations held throughout freeze -- namely, higher antennas may be authorized but powers will be reduced so that coverage is no greater than with previous facilities. FCC action on Empire State Bldg. antennas is typical.

Commissioner Jones dissented for 2 reasons: (1) "After 3 years of freeze, the first to benefit are the existing stations. I don't think that's right." And -- (2) Possibility of prejudicing final decisions re powers, heights, mileages, etc.

MODUS OPERANDI FOR ENDING THE FREEZE: Granted virtual free hand to write own ticket on procedures to end freeze -- something almost unheard of in the ferociously competitive radio-TV industry -- FCC this week whipped out an order adopting "written hearing" with time schedule pared to the bone.

Final decision a few weeks after Nov. 26 is now entirely possible, barring complications. And there should be few of these, considering tenor of industry.

Commission liked the "staggered" system proposed last week (Vol. 7:29) and, as expected, compressed whole thing into 4 months instead of suggested 5 -- July 25 to Nov. 26, with first filings due Aug. 27.

Taking order of testimony originally set up in event an oral hearing were held, FCC regrouped the 40 groups therein into 9 geographical areas, gave them deadlines week apart -- in lieu of 10 days previously suggested. Then, opposition has 21 days to reply, instead of suggested 30. After that, there are 2 weeks for briefs on legal questions which may arise, instead of opportunity for oral argument.

FCC is sending copies of order of testimony, with filing deadlines, to all parties or their attorneys. For quick reference, we've listed cities, with respective deadlines, in Supplement No. 73 herewith.

Parties may still request oral presentation or cross-examination. But it's no secret that Commission intends to be tough in granting requests -- probably won't grant any except when it fears possibility of successful challenge in courts.

Actual mechanics of written procedure requires that:

(1) Parties may amplify, with sworn statements & exhibits, their original comments (digested in our Supplements 72 to 72-C). No new proposals are permitted.

(2) Basic allocations policy issues, contained in Appendices A & B of FCC's plan (see TV Allocation Report), remain undecided. But parties aren't permitted to suggest any new changes beyond those proposed in comments already on file.

(3) Fifty copies of all statements must be filed with FCC. They may be inspected at Commission offices or borrowed "for reasonable periods." Parties are "encouraged" to send copies of their statements to other parties affected. Separate statements must be filed for comments on each party's proposals.

Commission's schedule for DuMont's plan, and oppositions thereto, caught many parties off-base. Seems FCC intends not only that DuMont conclude its pitch by Aug. 27, but that all opposing parties file their objections to DuMont plan by same date, rather than Sept. 17. Engineers fear they can't make it.

Looking beyond Nov. 26, here's situation regarding true lifting of freeze:

Commission hopes to clean up oral presentations, if any, as they arise. But some may be dangling after Nov. 26, take up undeterminable period thereafter.

Next, time is needed to write final decision. Commission hopes decision will be crystallizing as comments are filed, take only few weeks to write.

After final decision, how long will FCC accept applications before starting to make grants? Chairman Coy has continually spoken of 2 months, but some commissioners are thinking about one month, saying people can fill out everything but engineering data almost anytime.

Beyond this, Commission is just beginning to consider ways and means of speeding up comparative hearings in cities where applicants will outnumber channels -- meaning virtually every sizeable market -- sure to run well into 1952 & 1953.

Commission maintains its budget is so limited that it can't expand personnel required for comparative hearings -- which includes, in additional to examiner, one attorney, one engineer and secretarial help for each hearing.

Some think an appeal to Congress might bring special appropriation, if it's timed right and international conditions permit. That's possible, considering attentive Congressional ear given to outraged howls from "frozen" constituents.

10 STATIONS SOLD TO DATE, MORE PEND: Thus far, exactly 10 TV stations (out of 107 total on air) have been sold to new owners since postwar emergence of telecasting -- aside from proposed transfers, by way of merger, of the 5 ABC-owned outlets into projected new American Broadcasting-Paramount Theatres Inc. (Vol. 7:21). In most cases, reasons for selling were simply that operators couldn't make ends meet during TV's days of rough fiscal sledding and/or could sell out at handsome profits.

San Antonio's KEYL, which began operation only 1½ years ago -- on Feb. 15, 1950 -- is being sold to George Storer group for $1,050,000 at time it's just beginning to turn a profit and with future outlook very bright. Successful operator of 7 radio stations and 3 TVs (WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta), Storer's Fort Industry Co. wants to latch onto FCC-imposed limit of 5. So it outbid another group seeking KEYL, said to be San Antonio Express (KTSA), by $10 a share.

Storer is also TV applicant for Cincinnati, Wheeling, Miami, where he has AM stations, presumably will drop 2 of these -- possibly all 3, if he should get his fifth by way of purchase. [Note: Many stations are being approached with offers, and several more sale deals are in offing -- with broadcasters, newspapers, theatre people as prime movers. Story persists that sale of Omaha's WOW-TV & WOW is imminent (Vol. 7:27-28), but parties involved say it isn't so.]

The $1,050,000 purchase price of KEYL represents $210 per share for 5000 shares, largest holders being W. L. Pickens of Dallas, R. L. Wheelock of Corsicana, H. H. Coffield of Rockland, all Texas oilmen, each holder of 1098 1/3 shares: W. R. Nichols, Dallas, 418 shares; W. D. Rogers Jr., who stays as gen. mgr., 418; Vernice Ford, Lubbock, 300; R. Guy Carter, Dallas, 168; John Yakimo, Dallas, 60; Jack Bloom, Dallas, 35; Roger Kuykendall, Lubbock, 32; R. W. McKinney, Nacogdoches, 25 -- plus 10 others owning not more than 10 shares each.

* * * *

Other TV station sale deals to now, exclusive of projected ABC merger, were these -- all save last 3 already FCC-approved: KSRC-TV, Seattle (now KING-TV), sold to Mrs. A. Scott Bullitt for $375,000 (Vol. 5:20), who in turn sold 25% recently to Hearst Radio for $375,000 (Vol. 7:26); KBTV, Dallas (now WFAA-TV), sold to Dallas News for $575,000 (Vol. 6:4,11); KLEE-TV, Houston (now KPRC-TV), sold to Houston Post for $740,000 (Vol. 6:13,21); WOIC, Washington (now WTOP-TV), sold to Washington Post 55%, CBS 45%, for $1,400,000 (Vol. 6:25); KFMB-TV & KFMB, San Diego, sold to John A. Kennedy interests for $925,000 plus other considerations (Vol. 6:46, 7:17); KTSL, Los Angeles, sold to CBS for total consideration of $3,600,000 (Vol. 6:52); WLAV-TV, Grand Rapids, sold to Harry Bitner group for $1,300,000 (Vol. 7:19); WBKB, Chicago; sold to CBS in connection with ABC-UPT merger for $6,000,000 (Vol. 7:21); KFI-TV, Los Angeles, to General Tire (O'Neil) interests for $2,500,000 (Vol. 7:23).

Actually, there was an 11th sale -- but no actual transfers of money were involved. The 3 Texas oilmen in KEYL deal were also principals in grant of KPHO-TV, Phoenix (Vol. 5:26), but by time it went on air they had pulled out (Vol. 6:5,20).

Note: Deficits marked operation of most of these stations at time of sales, but WOIC (WTOP-TV) was reported coming out of operating red when sold, WLAV-TV is a good earner, and WBKB is reputed to be one of telecasting's best earners. KFI-TV is

known to be losing $20,000 per month. Biggest bargain of all, KING-TV, was losing $1000 a month when Mrs. Bullitt purchased it in early 1949. All other sales took place in 1950 and 1951 (see issue of Television Digest indicated for full details).

* * * *

Sales point up eagerness of broadcasters, to say nothing of many non-radio interests, to get into the TV swim -- especially now that the business shows great profit promise. Veritable "gold rush" for new station permits is certain after FCC ends freeze, but some well-heeled interests have chosen to make haste by buying.

It takes blue chips to go into telecasting business, as compared with radio, which is reason why Howard Stark, broker formerly associated with Smith Davis, plans to set up company to help finance grantees by buying and leasing costly equipment required -- sure-fire idea so far as demand is concerned but requiring FCC blessing.

Stark says he has Wall Street money interested, predicates plan on belief local banks and insurance companies, usually requiring brick-and-mortar collateral, will hesitate about financing new TV stations, as they did about radio in the past -- and many broadcasters simply haven't the necessary resources.

COLOR LABS RACE CBS's 'HEAD START': Developments in all-industry compatible color system, plus CBS's redoubled efforts to make its system "stick" as its investment in system mounts daily, foreshadow fiercest kind of showdown this fall and winter.

From one of industry's top color experts, and one of most confident, Hazeltine v.p. Arthur Loughren, we have these comments on status of compatible system:

(1) Agreement on system standards, among National TV System Committee members, should be reached by September. Exhaustive field testing will then be conducted until end of year, by which time it should be ready for presentation to FCC.

(2) Cost of now complex compatible color receivers will be reduced drastically and rapidly. "By year's end," Loughren predicts, "at least 15, if not 20 tubes will be removed from RCA's 54-tube set -- with no loss in performance."

(3) Controversy over RCA's "pastel" colors vs. CBS's more "brilliant" hues (Vol. 7:28) is something of a joke to Hazeltine engineers, he says. "During RCA's demonstrations, we varied controls on our receiver, got more saturated colors, but our men thought they looked much less natural."

Loughren also reports tri-color tube now in operation, calls it "excellent" -- a big relief from looking down "dichroic tunnel" required with 3-tube sets.

Schedule of compatible colorcasts will be issued bi-weekly by NTSC's field test panel under DuMont's Dr. T. T. Goldsmith. Next demonstrations to be obesrved by Loughren's standards panel: Aug. 6, GE, at Syracuse; Aug. 7, Hazeltine, Little Neck, L. I.; Aug. 8, RCA, Princeton; Aug. 9, Philco, Morrisville, Pa. Tour will wind up in New York Aug. 10 with discussion of observations.

FCC this week granted Philco authority to begin compatible colorcasts over WPTZ's Channel 3 facilities, using experimental call KG2XDT, running 90 days from July 23. Transmissions are limited to periods outside regular programming hours.

Then, around Aug. 22, RCA starts public demonstrations (Vol. 7:29).

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Meanwhile, CBS is making most of its best promotional prospects to date:

(1) Nine top-flight eastern football games (Army, Navy, Penn, et al), banned on black-and-white, to be colorcast, Sept. 29-Nov. 24. These will be fed to stations able to clear time.

Availability of games may spark purchases of adapters, to get games in black-and-white, whether or not it moves color sets and converters.

(2) Tieup with 20th Century-Fox on theatre TV, employing CBS system with Swiss-developed Eidophor large-screen system (Vol. 7:29). This week, GE agreed to make color camera for combined systems, said it will have definition greater than black-and-white's 525 lines -- but doesn't say how much greater. Demonstration of large-screen color, says 20th Century-Fox, may come before year's end.

In Cincinnati, CBS reports, color proved such hit that WKRC-TV extended programs second week. Signals are received on set rotated among Kroger stores.

CAMPAIGN to bolster radio as "greatest mass medium" and "biggest advertising value" is in full sway in wake of July 1 radio network reductions and drops in network radio billings (see PIB figures, Vol. 7:29).

Letter from CBS president Frank Stanton to affiliates assures them CBS still considers radio "America's No. 1 mass medium." CBS, which broke radio rate dike (Vol. 7:15 et seq), was "able to stave off a rate reduction as long as it was humanly possible," said Stanton. "Without the exceptional network value that CBS radio held out to advertisers, the great pressure for rate adjustments would have come much sooner." But, Stanton added:

"No policy of support for radio can stand up today without recognizing TV. We have found, despite radio's absolute values, that it is nonetheless extremely difficult to sell on a declining trend. And so what we are doing now is to project radio values forward to January 1952 . . . in effect, building a floor under network radio—an impressive level of values that advertisers can count on next year, as a bare minimum."

Stanton told affiliates that radio's net audience loss to TV in 1951 "cannot exceed 8.5%, and it may well be less."

New CBS promotional piece, *Where Advertising Makes the Difference*, shows 18 of 25 top advisers select network radio above all other media. July 23 *Broadcasting Magazine* survey found "radio business is better than it was a year ago in both TV and non-TV markets," with vast majority of radio stations reporting increases in local and national spot.

Big July "Fall Facts Issue" of *Sponsor Magazine* devotes most space to radio, advises "network radio offers the astute advertiser a better buy than ever before." On top of this, says *Sponsor*, "network radio will this fall offer the advertiser bonus values relative to TV," because TV set sales are in "serious slump" while "sale of radio sets keeps increasing phenomenally." Radio, *Sponsor* concludes, is "still the Goliath towering over other media," July issue contains 14 pages of charts to back contention.

As to TV, *Sponsor* sees daytime as best bet, spot easier to clear this fall than network. Magazine predicts average 15% network TV rate boost by October, with good time availabilities "impossible" to clear this fall.

NARTB president Harold Fellows in July 18 *Variety* article challenges AM broadcasters to "go to work, face the facts squarely . . . to be confident, to be visionary, to be intelligent and to be industrious in utilizing the force and in bringing about an ever increasing realization of [AM's] 'necessities' and the vital part it plays in the American scene, all the way from quickly locating a lost child to building businesses through advertising."

Network Accounts: Frigidaire starts new series, as yet untitled but dealing with youth opportunity, on CBS-TV Sept. 2, Sun. 6-6:30 . . . Sterling Drug Inc. starts sponsorship of 10:30-11 portion of *Songs for Sale* Sept. 15 on CBS-TV, Sat. 10-11; Carter Products Inc. (Arrid) has 10-10:15 segment which leaves only 10:15-10:30 available . . . Toni Co. (White Rain shampoo), starting Sept. 27, will share alt. week sponsorship of *Casey, Crime Photographer* on CBS-TV, Thu. 10:30-11, with Carter Products Inc. (drug products) . . . Burkhart Mfg. Co. (shoes), starting Aug. 11, sponsors noted ballerina in *Patrica Bowman Show* on CBS-TV, Sat. 6:45-7, thru Winius-Brandon Co., St. Louis . . . Schick Inc. (electric shaver), starting Sept. 4, will sponsor *Gangbusters* on CBS-TV, Tue. 9-9:30, with ex-Kefauver committee investigator Rudolph Halley as narrator; agency is Kudner . . . Gerber Products Co. (baby foods) will sponsor Wed. 4:45-5 portion of *Kate Smith Show* on NBC-TV, Mon.-Fri. 4-5 starting Sept. 12.

Station Accounts: Successful use of TV trailers and spots to boost movie attendance is being emulated by road show of *Guys & Dolls*, smash Broadway hit, opening this week in Los Angeles after playing San Francisco last week, and due to play Dallas Oct. 6-22; musical comedy is using spots on TV stations in areas played . . . Necchi Sewing Machine Sales Co. (Robert M. Phillips, adv. director) plans cooperative dealer-distributor use of TV, radio & newspapers this autumn, thru Doyle Dane Bernbach Inc., N. Y. . . . National Shoe Stores (women's shoe store chain) resuming use of TV in expanded fall-winter campaign, thru Emil Mogul Co., N. Y. . . . American Snuff Co. to sponsor *Old American Barn Dance* for 13 weeks from Sept. 1 on 7 Southeastern TV stations, thru Simon & Gwynn, Memphis . . . Southern California Pharmaceutical Assn., comprising 1300 independent druggists, sponsoring *Bob Shannon's Varieties*, half hour, on KTTV, Los Angeles, thru Crossley & Jeffries . . . Union Oil Co. Aug. 1 starts sponsoring *Watch and Win*, quiz show, on KPIX, San Francisco, and KTSL, Los Angeles, thru Foote, Cone & Belding, L. A. . . . National Pressure Cooker Co. (Presto household utensils) appoints George R. Nelson Inc., Schenectady, to handle TV campaign starting with participations in CBS-TV's *Homemaker's Exchange* (21 stations) . . . Among other advertisers reported using or preparing to use TV: Tuwill Chemical Co. (Knoba car shampoo), thru A. W. Evans Co., Los Angeles; Stewart Hartshorn Co. (Diana Fyrban shade cloth) and M. J. Holloway Co. (confectioner), thru Calkins & Holden, Carlock, McClinton & Smith, N. Y.; Bol Mfg. Co. (Hopalong Cassidy Aid drink), thru Goodkind, Joyce & Morgan, Chicago; Erno Laszlo Co. (cosmetics), thru Dowd, Redfield & Johnstone Inc., N. Y.; Jetron Inc. (Dust Free silicone polish & 88 car wax), thru Robert W. Maerckein Adv., Milwaukee; O'Donnell-Usen Fisheries Corp. (Taste O'Sea fish), thru Arnold & Co.

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Life Magazine points up stature of TV-radio in full-page ads in metropolitan newspapers this week, ranking national advertising media in this order on basis of January-June 1951 total investments by advertisers: (1) *Life*, $43,089,969. (2) CBS-Radio, $39,285,216. (3) *Saturday Evening Post*, $34,121,636. (4) NBC-Radio, $30,000,036. (5) NBC-TV, $26,739,532. (6) ABC-Radio, $17,344,512. (7) CBS-TV, $17,069,328. (8) *Time*, $14,229,834. (9) *Ladies' Home Journal*, $11,484,173. (10) *Better Homes & Gardens*, $11,413,731. (11) *This Week*, $10,911,380. (12) *Look*, $9,743,833. (13) *Collier's*, $9,197,871. (14) MBS-Radio, $8,859,908. (15) ABC-TV, $8,228,700. (16) *Good Housekeeping*, $7,904,187 (17) *American Weekly*, $7,182,-895. (18) *Woman's Home Companion*, $6,318,319. (19) *Newsweek*, $5,971,709. (20) *McCall's*, $5,476,607.

Top CBS executives named this week, heading TV and radio divisions (Vol. 7:28), include: Four vice presidents common to both divisions—H. Leslie Atlass, Central Div.; Harry S. Ackerman, Hollywood programs; Herbert V. Akerberg, station relations; Wm. B. Lodge, general engineering. Five vice presidents in TV Div.—Hubbell Robinson, network programs; Frank B. Falknor, operations; David V. Sutton, sales; Merle S. Jones, CBS-owned stations; I. S. Becker, business affairs. Five TV Div. dept. heads—Oscar Katz, research; Wm. S. Harrison, senior attorney; Wm. Golden, creative director, advertising & sales promotion; John Cowden, operations director, advertising & sales promotion; Michael J. Foster, press. In Radio Div., administrative vice presidents are Louis Hausman, James M. Seward, J. Kelly Smith. John J. Karol is v.p., network sales; Arthur Hull Hayes, v.p., San Francisco. Lester Gottlieb is director, network programs, and Edmund Chester, director, news & public affairs.

Personal Notes: Tom Gallery relinquishes sales managership of DuMont Network to head newly organized sports program sales dept., succeeded by Ted Bergmann; John H. Bachem, ex-NBC & CBS, promoted to asst. sales mgr., succeeding Trevor Adams, who on Aug. 13 joins ABC as mgr. of its WJZ-TV, New York . . . Don L. Kearney, ex-Katz Agency program director, named ABC-TV spot sales mgr., representing its 5 stations . . . Tom J. Maloney, ex-KEYL-TV, San Antonio, joins INS-INP TV dept. as sales and TV film specialist . . . H. Norman Neubert named NBC spot sales mgr. of sales development, advertising & promotion, succeeding Jacob A. Evans, named NBC radio advertising-promotion mgr. . . . Fred N. Dodge, ex-*American Weekly* and *Puck*, joins NBC as director of merchandising for radio under John K. Herbert, radio sales v.p. . . . Thomas H. Peterson, ex-John E. Pearson reps, named mgr., western sales development, CBS Radio Sales . . . William P. Sedgwick promoted to ABC-TV spot sales development mgr., Lillian Dishian promoted to mgr. of radio spot-cooperative program sales promotion, and George W. Huelser named radio network sales mgr. . . . Charlton G. Shaw promoted to executive v.p., A. C. Nielsen Co. . . . Howard Nussbaum, who as an Army colonel served with Armed Forces radio dept., was radio officer on Gen. Bradley's staff, lately has been special asst. to Stuart Symington at NSRB, assumes newly created post of TV-radio director, Harry B. Cohen Adv., N. Y. . . . David Crockett, ex-asst. program director, KING-TV, Seattle, named head of TV-radio dept., MacWilkins, Cole & Weber, Seattle . . . Hal Hoag new western mgr., Free & Peters, Hollywood; Wm. A. Morrison, ex-Sidney Garfield agency, named radio mgr., San Francisco . . . Roy Winsor and Roland Gillett named co-directors, TV-radio dept., Biow Co.; Robert McNell named dept. coordinator . . . Nathan Halpern is devoting full time to Theatre Network Television Inc. (TNT), of which he is president, having dropped assignments as TV consultant to Fabian Theatres and Theatre Owners of America . . . Lewis Allen Weiss, director of NPA Office of Civilian Requirements, ex-MBS chairman, ex-Don Lee president, appointed chairman of DPA subcommittee on civilian requirements.

Telecasting Notes: United Press business mgr. LeRoy Keller and 20th Century-Fox's Peter Levathes masterminding new film-&-news service for TV, still in planning stage, think they have answer to hitherto unsolved problem how to make spot news as important in TV station schedules as in radio . . . No such inhibitions or prohibitions face them, in this project, as faced UP when it first broke down newspaper opposition to sale of its wire news to radio, now a major source of income—they're letting TV stations tell them what they want and need and are tailoring new service accordingly . . . Meanwhile, INS this week announced new wire service for TV stations, entirely separate from its newspaper-radio circuits—proposing to supply wire news and newsreel film to "provide the world's first complete basic news service for TV" . . . Kansas City televiewers got birdseye views of flood and fire last week as WDAF-TV trained its telephoto lens on disaster area from its hilltop studios in center of town; film made from flood telecasts was also shown over station later and will be viewed by Congressional committee helping to work out flood relief program . . . Canadian Broadcasting Corp. this week awarded 5-year contract to Bell Telephone Co. for TV network service linking projected new stations in Montreal and Toronto (Vol. 7:22, 29), also permitting their hookup with Buffalo so as to get U. S. network service . . . Cecil B. DeMille may become TV film producer, says *Billboard*, DeMille's long association with Paramount Pictures having "resulted in a strong following among United Paramount Theatres execs, who would like to see the film maker part of ABC's future film plans" . . . *Billboard* also sees producer David O. Selznick going into TV films, possibly with close friend Wm. Paley (CBS) in job similar to that now held with NBC-TV by ex-Paramount studio chief Henry Ginsberg . . . A. J. Balaban, one of founders of Chicago's Balaban & Katz theatre circuit, to quit as executive director of New York's Roxy Theatre Jan. 1 to produce live TV show, *Cavalcade of the Motion Picture Theatre* . . . TV Hooperatings monthly in 23 multi-station cities, thrice yearly (or oftener, as demanded) in 27 single-station cities, are promised in new project by C. E. Hooper, who will discontinue his 12-city program popularity ratings; Hooper recently sold his TV-radio national-regional rating services to A. C. Nielsen . . . Hopalong Cassidy Enterprises, 8907 Wilshire Blvd., Beverly Hills, Cal., now offering users of its TV films 15 & 50-second commercials tailored to local retail sponsors . . . Credit courses in TV now offered by Brooklyn College, Boston U, Western Reserve U . . . Metropolitan Museum of Art, New York, plans $820,000 alteration in 710-seat lecture hall to provide TV-radio facilities . . . WINX, 250-watt AM which cost *Washington Post* $500,000 in 1944, lost nearly that much in operation, was sold for $130,000 in 1949, is being sold again—for $95,000 instead of $120,000 originally proposed (Vol. 7:26) . . . WJZ-TV, New York, on Aug. 1 extends Class C time full hour up to 6 p.m.; 7-7:30 Mon. thru Sat. will be Class B, 7:30-10:30 Class A. Also offered are new frequency discounts for use of 2 or more ABC-owned stations, and eliminated is 20-second rate in Class B & C times . . . KGO-TV, San Francisco, new Aug. 15 rate card raises basic hour rate from $480 to $600, one-min. from $80 to $120, changes Class A time to 7-10:30 p.m. Mon.-Fri., 6-10:30 p.m. Sat. & Sun.

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Following 43 stations may increase powers quickly, under new FCC ruling (see p. 1), simply by boosting transmitter output to 5 kw from current operating figures indicated: WBRC-TV, Birmingham, 4.06 kw; KNBH (2.97) & KTSL (1.1), Los Angeles; KPIX, San Francisco, 4.9; WTVJ, Miami, .44; WAGA-TV, Atlanta, 3.4; WBKB (2.18), WENR-TV (4.42), WGN-TV (1.92) & WNBQ (4.69), Chicago; WHBF-TV, Rock Island, 2.36; WOI-TV, Ames (Des Moines), 4.14; WAVE-TV (1.37) & WHAS-TV (.89), Louisville; WMAR-TV, Baltimore, 4.83; WWJ-TV, Detroit, 3.35; WLAV-TV, Grand Rapids, 3.5; WKZO-TV, Kalamazoo, 2.55; KMTV (3.53) & WOW-TV (4.7), Omaha; WNBF-TV, Binghamton, 2.5, WCBS-TV (1.87), WJZ-TV (.81), WNBT (1.42), WOR-TV (2.04) & WPIX (3.5), New York; WHAM-TV, Rochester, 3.81; WHEN (2.78) & WSYR-TV (4.45), Syracuse; WKTV, Utica, 2.25; WCPO-TV, Cincinnati, 4.4; WNBK (4.2) & WXEL (4.1), Cleveland; WTVN, Columbus, 1.52; WKY-TV, Oklahoma City, 3.85; KOTV, Tulsa, 4.76; WJAC-TV, Johnstown, 3.5; WCAU-TV, Philadelphia, 4.41; WSM-TV, Nashville, 3.02; KRLD-TV, Dallas, 2.52; WTAR-TV, Norfolk, 4.96; WTVR, Richmond, 3.53; WSAZ-TV, Huntington, 3.6. At week's end, these had already applied for power boosts: KTSL, WTVJ, WBKB, WGN-TV, WAVE-TV, KMTV, WOR-TV, WHAM-TV, WHEN, WKTV, WXEL, WTVN, WICU, WSM-TV, KRLD-TV.

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RCA describes full line of transmitting equipment in new brochure, offers up to 200 kw on any vhf or uhf channel. Vhf transmitters are 500-watts, 2 kw, 10 kw, 20 kw, 50 kw. Vhf Antennas are 3, 5, 6 or 12-bay, plus "Super-Gain" special installation. Uhf transmitters are 1 kw & 10 kw antenna is slotted type, Bridgeport's being prototype.

DuMont offers new camera chain, claims number of improvements, including extension of image orthicon life up to 1500 hours and easy convertibility to CBS color.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
July 28, 1951

CONGRESS BREAKS REGULATION W LOG-JAM: By the time you read this, big push that may break TV sales log-jam -- relaxation of credit controls -- will probably have been completed by Congress. Industry gets all it asked for, and more.

Barring veto by President Truman, now deemed unlikely, extension of Defense Production Act will remove Regulation W's barrier to set sales. Senate-House conference committee, writing compromise version of bills passed by both houses, accepted House provisions easing installment curbs (Vol. 7:29). Final bill provides:

Down payment of 15%, balance in 18 months -- in lieu of present 25% down and 15 months. AND -- it also provides that trade-in allowance may be applied toward down payments, or in place of them.

Committee action was victory for RTMA, which had asked 90-day moratorium on credit curbs, then 15% down, 18 months to pay (Vol. 7:22), and had been rejected by Federal Reserve Board in several appeals. It was also victory for NARDA, which had proposed the exact provisions finally adopted.

Final approval by Senate came Aug. 27, is expected in House Aug. 30. The President must sign measure by Aug. 31, when stop-gap controls law expires.

Industry leaders are optimistic, but cautious, about effects of new credit regulation on TV trade. While at first it seemed this was answer to their prayers for relief from inventory stalemate, there's growing realization that major sources of current trade apathy are (1) too easy selling during 1950 boom, and (2) high cost of groceries. But business forecasters generally see better times ahead (see below).

RTMA president Glen McDaniel feels new rules "will give the industry the psychological lift it needs to reverse the trend." But he hastens to add they can't possibly bring back the good old days when customers virtually beat down doors to buy TVs. Dealers must still use aggressive merchandising techniques, beat the bushes for customers, he says -- but this time it should bring more results.

BUSINESS OUTLOOK & TV-RADIO TRADE: Business looks good for the long pull, say the forecasters with almost one accord -- but hard-hit TV-radio industry is nevertheless moving very cautiously. Easier credit terms may bring speedier inventory relief, but no one sees repetition of 1950 boom short of opening up lots of new TV markets -- unlikely before well into 1952-53 (Vol. 7:29). Right now, trade can take comfort from these assurances in usually very authoritative U.S. News & World Report:

"Worried about a general business slump? Forget it. The signs point to prosperity, whatever happens finally in Korea. Figures indicate the present 'slow period' is temporary. They promise new highs in production and trade by early 1952. Outlook varies in different lines. But total spending is to go up. It means a market for almost everything available."

On that theme, it states: "Appliance dealers, for example, will begin to fare better after a few more months. Rising income can boost demand for TV sets, refrigerators, toasters even without any easing of Government credit controls."

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Such words are heartening, of course, but right now the TV-radio and other appliance plants are still feeling pinch of shutdowns, layoffs and shortened work weeks forced by heavy trade inventories, slow demand, uncertainty about fall-winter trade. Materials shortages would be factor, of course, if demand were there.

This week, more layoffs were reported from plants just resuming post-summer production: 200 at DuMont plant in E. Paterson, N.J.; 400 at Westinghouse appliance plant (refrigerators, etc.) in Mansfield, O.; 100 at Erie Resistor Co., Erie, Pa. There probably are many more, unreported.

Expectations of most of TV-radio industry were nicely put by Westinghouse division sales manager Joseph F. Walsh to Retailing Daily last week: "I think the

market will firm up after Labor Day, but not to the extent it did last year. Instead of 3 buyers for every set, there will be one reluctant buyer for each receiver and it will become necessary to increase stress on selling, including outside sales, home demonstrations and the like."

Because of the uncertainty, he added, Westinghouse will formulate its production plans on a month-to-month basis rather than on an entire season.

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We won't know over-all dealer inventory figure until end of August, now, due to fact Dun & Bradstreet survey couldn't get under way earlier. Plan is to contact 4000 to 5000 retailers early in August to ask them to count their total table TVs, all others, total portable radios, all others -- and from this "sample" of units on hand to project an Aug. 1 total inventory figure for all nation's dealers.

Thereafter, the monthly reports will automatically indicate month's sales and purchases -- first such figure for the industry. Dun & Bradstreet is asking -- and certainly should get -- full dealer cooperation as it breaks this new ground.

* * * *

Statistics at factory level are available weekly from RTMA, of course -- and output for week ending July 20 was reported as 44,196 TVs (1322 private label), good jump from vacation-time lows of 8270 and 12,817 first 2 July weeks (Vol. 7:29), reflecting reopening of factories. Radios totaled 180,339 (84,580 private label), of which 85,689 were home sets, 59,385 auto, 35,265 portable.

Factory TV inventories went up to 754,717 from 744,162 preceding week, and radio inventory climbed to 375,066 from 351,368. Last distributor inventory figures reported were 622,080 TVs and 999,590 home radios as of May 25.

NEW STEEL-COPPER CUTS IN PROSPECT: Air of optimism among top government materials control authorities showed signs of disintegrating at week's end, when DPA-NPA boss Manly Fleischmann pulled aside curtain on materials picture for fourth quarter.

Consumer durable goods -- including TV-radio -- will have to take another 5% cut in steel, possibly more in copper, Fleischmann indicated. This caused some surprise, coming on heels of his July 10 statement that there probably would be no change in civilian steel-copper-aluminum supply for fourth quarter (Vol. 7:28).

TV-radio and other consumer durables are permitted this quarter to use steel at 70% of first-half 1950 rate, copper at 60%, aluminum at 50% (Vol. 7:25). Fleischmann points out that while military program will engage only about 20% of nation's economy next quarter, total demands for the 3 basic metals by defense industries are "vastly higher" -- mainly due to expansion of industry.

Copper situation is particularly serious. Said Fleischmann: "If we were to prohibit manufacture of all consumer durables, including autos, it still would not free enough copper to satisfy the demand from other segments of the economy."

Further copper pinch is inevitable as result of 4-week-old CIO Steelworkers strike at big American Smelting & Refining Co. smelter at Garfield, Utah. Stoppage is cutting into output at rate of 25,000 tons a month, about one-fourth of domestic production. President Truman has asked Wage Board to try to settle dispute.

Whether or not consumer durables are brought under Controlled Materials Plan next quarter, the same amount of materials will be reserved for them. CMP, in this case, is merely method of assuring equitable distribution.

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Military and defense-supporting electronics programs were again sliced sharply in latest division of CMP materials pie. It's good bet NPA Electronics Div. will appeal to higher echelons for more steel-copper-aluminum for essential production, as it successfully did for third quarter allotments (Vol. 7:26-27).

In face of steadily increasing military orders and resumption of production after summer vacations, Electronics Div. was assigned these fourth quarter totals for Class B (standard part & product) manufacturers (third quarter figures are in parentheses): steel, 72,550 tons (56,500); copper, 33,385,000 lbs. (25,157,000); aluminum, 15,750,000 lbs. (14,800,000).

Topics & Trends of TV Trade: Jerrold Electronics claims 1,000,000 people live in towns where contracts have been signed to use its community antenna equipment (Vol. 7:29). Company says installations are now being made in following towns: Pennsylvania—Ashland, Bangor, Bellefonte, Coaldale, Coal Township, Harrisburg, Lansford, Lewistown, Lock Haven, Mahanoy City, Oil City, Palmerton, Plymouth, Pottsville, Port Carbon, Shamokin, So. Bethlehem, St. Clair, Tamaqua. New York—Dansville, Watertown, Corning. In addition, Jerrold reports contracts in following: Grass Valley, Cal.; Cumberland, Md.; Biddeford, Me.; Pikesville & Maysville, Ky.; Beckley, W. Va.; Kingsport, Tenn.; Newport, Ark.; Uvalde, Tex.; La Salle-Peru, Ill. Company says that over $100,000 worth of sets have been sold in Lansford, Pa., first to get installation (Vol. 7:2).

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Three industry groups will appear before Senate Finance Committee next week to oppose Administration's request for 15% hike in manufacturers' excise taxes on TV-radios in revenue bill H. R. 4475 (Vol. 7:20-21). Scheduled to testify Aug. 2 are RTMA, probably represented by chairman Robert C. Sprague, and NARTB govt. relations director Ralph W. Hardy. Mort Farr, NARDA president, will be heard Aug. 1. Also appearing before committee Aug. 2 will be L. G. Horney, Bendix, and J. M. Marks, Fada.

GE's Dr. W. R. G. Baker reappointed chairman of RTMA's TV committee for ensuing year, other members named by Chairman Sprague being: Benj. Abrams, Emerson; Robert S. Alexander, Wells-Gardner; Max Balcom, Sylvania; W. J. Barkley, Collins Radio; H. C. Bonfig, Zenith; John W. Craig, Crosley; Allen B. DuMont; J. B. Elliott, RCA; E. K. Foster, Bendix; Paul V. Galvin, Motorola; W. J. Halligan, Hallicrafters; L. F. Hardy, Philco; W. A. MacDonald, Hazeltine.

Admiral's Ross Siragusa told *Retailing Daily's* Martin Rosenbloom July 23 that, barring further materials restrictions, Admiral will have produced 650,000 TVs this year (as against reported 1,000,000 in 1950); that recent "free radio-phonograph" with each TV console moved 15,000 sets between April 28 & May 14; that refrigerators have been moving at rate of 300,000 a year.

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IT&T moves further into appliance field with purchase, announced this week, of Coolerator Co., Duluth, makers of refrigerators, freezers, electric ranges. Company was bought for undisclosed sum, involving stock and cash, from Gibson Refrigerator Co., Greenville, Mich. IT&T's other manufacturing subsidiaries include Capehart-Farnsworth (TV & radio sets), Federal Telephone & Radio and Federal Telecommunications (broadcast transmitters, microwave equipment, etc.).

Value of electronics exports tripled in May, compared with year ago—$16,717,022 vs. $5,721,446—according to Census Bureau. TV sets aren't listed as such, but Census plans to specify them in breakdowns beginning first of year. Lion's share of May exports, $7,896,103, is listed in "special category," understood to include radar, air navigation aids, etc. Included in May breakdown are: 1791 home type radio phonographs worth $163,832; 22,575 other home type receivers, $582,988; 4381 automobile sets, $164,564; 8863 radio sets not elsewhere specified, $1,829,993.

Receiving tube sales first 6 months of 1951 totaled 215,902,325 units, compared with 170,375,921 same period last year. RTMA report shows 153,957,766 tubes sold for new equipment, 50,105,634 for replacements, 10,358,858 for export, 1,480,067 to govt. agencies. June sales were 27,667,099 compared with 32,480,668 in June 1950.

Trade Miscellany: Westinghouse introduces new TV line, some table radios and portables, in about week (Aug. 6), reports it plans biggest TV-radio ad campaign this autumn . . . Philco International putting on special August drive to promote sale of its tropic radios & radio-phonographs, offering foreign dealers special prizes for window displays . . . Hoffman Radio reported planning regional warehouse at 321 Grand Ave., Chicago, to stockpile TVs, radios, replacement parts . . . Kent Television, Brooklyn, leases 8000 sq. ft. additional space at 187 Varet St. . . . Tel-A-Ray Enterprises Inc. has purchased 75,000 sq. ft. factory in Henderson, Ky., for manufacture of antenna-mounted TV boosters, etc. . . . General Radio, Cambridge, Mass., building 3-story brick plant in W. Concord, Mass., for production of electronics gear . . . Dukane Corp. is new name of Operadio Mfg. Co., St. Charles, Ill., brand name under which firm makes intercom and sound equipment, sound slide film projectors and magnetic tape recorders . . . Canada modifies credit controls, effective Aug. 1, to permit trade-ins to be applied toward down payment on all types of goods . . . Western Union Services Inc., recently formed TV receiver-servicing subsidiary of big telegraph company (Vol. 7:16), plans TV and newspaper promotion campaign, thru United Adv. Agency, N. Y. . . . CBS-Columbia Inc. (formerly Air King) names Beller Distributors Inc., Newark (Jack Gaertner) for northern N. J. and for Orange & Rockland counties in N. Y. . . . Raytheon moves into Mexican market with appointment of Television Continental, Mexico City (Pedro Block, mgr.).

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Scott Radio (Meck) showing "most expensive and exclusive home instrument of its type ever offered to discriminating music lovers"—model called "Limited Edition," a TV-radio-3 speed phono with separate amplifier unit and special 15-in. speaker, to list at $2000. Picture tube is 24-in. Cabinet is mahogany breakfront credenza, 68-in. wide, 38-in. high, 24-in. deep, styled in 18th Century, French Provincial and modern. Price-wise, this unit exceeds DuMont's 30-in. "Royal Sovereign" at $1795 (Vol. 7:26) as most expensive set on market.

Arvin is out with 14 new models, one holdover—latter being its 8½-in. "portable" at $130 (GE picture tube). Three new 17-in. tables list at $250, $270, $280; two 21-in. at $370 & $380. Three 17-in. open consoles are $300, $320, $330; one 20-in. $450; two 21-in. $400 & $420. Consoles with doors include one 17-in. at $350, one 20-in. at $450, and 21-in. French Provincial at $500. All prices include tax, with warranty extra except on the 8½-in. Sets may be easily converted to uhf or color, Arvin says. Company also has 30 new radio models in AM, FM or both.

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Audio & Video Products Corp., specializing in technical installation for ad agencies and factory representatives for Ampex magnetic tape recording apparatus, Altec amplifiers and speakers, etc., has moved to old WQXR studios at 730 Fifth Ave., New York, may soon float stock issue. President is Charles E. Rynd, ex-ABC v.p. & treasurer, with Richard Rynd v.p. W. Oliver Summerlin, ex-Capitol Records chief recording engineer, is engineering v.p. Other directors are Percy L. Deutsch, founder of World Broadcasting System; Fred M. Thrower, ABC-TV sales v.p.; Thomas P. Robinson, ABC-TV sales service mgr.; Russell O. Hudson, ex-ABC Hollywood.

Roy Rogers got temporary injunction from Federal district court in Los Angeles this week restraining Republic Pictures from syndicating his old cowboy movies to TV (Vol. 7:26-27)—case seen as test whether studios have right to sell for TV sponsorship old films that weren't originally meant to accompany advertising.

Mobilization Notes: July 31 is deadline for filing applications for fourth quarter allocations of steel, copper and aluminum under Controlled Materials Plan. Manufacturers of consumer durable goods are required to file for first time—and NPA's Electronics Div. is preparing for about 850 applications from electronics manufacturers. This is 150 more than Division received for third quarter, TV and radio manufacturers making up the difference.

In estimating requirements for fourth quarter on Form CMP-4B, TV-radio manufacturers are being warned by Electronics Div. to observe materials limitations imposed by NPA Order M-47A (Vol. 7:25). In other words, a manufacturer shouldn't list in his requirements for fourth quarter more steel, copper or aluminum than he's permitted to use during third quarter.

TV-radio makers were also urged not to include in their requirements the steel, copper or aluminum in Class B items (parts & components) they purchase ready-made —since allocations of metals for these products are made directly to parts manufacturers—and are asked to mention in letters of transmittal accompanying applications that these items aren't included.

Since household TVs, radios, phonographs and combinations are all lumped under the same product class code in NPA's "B product" list, they may all be included in same application. NPA has announced no official decision as to whether consumer durables will actually be included in CMP next quarter, but it's generally expected they will.

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Emergency DPA loans for expansion of industrial facilities needed for defense effort were granted 2 electronics firms between May 28 & July 18. **Electronic Associates Inc.**, Long Beach, N. J., received $150,000 to purchase land, building, machinery and equipment for manufacture of electronic devices for Signal Corps. **Industrial Research Laboratories**, Baltimore, received $75,000 to buy facilities for research and development, alteration and equipment; it develops electronic and radar systems for industry and Armed Forces. DPA also issued certificates of necessity for rapid tax amortization to 2 electronic firms: **Oak Mfg. Co.**, for new facilities at Crystal Lake, Ill., for production of switches and tuners, to cost $408,673, of which 80% will be written off in 5 years for tax purposes; and **Thomco Mfg. Co.**, Redwood City, Cal., tape recorder parts, $5954 at 90%.

Radio amateurs will get defense priorities to buy parts and equipment, if new order now being prepared by NPA gets final approval. Electronics Div. began work on order at suggestion of electronics parts distributors, picked up heavy support from such govt. groups as military services and civil defense, as well as Red Cross. Order is expected to permit "hams" to write their own priority ratings, with dollar ceiling on amount of priority equipment they may buy in given time period. Members of amateur networks such as Military Amateur Radio Service (MARS) may be authorized to buy more priority parts than non-members. Reason for this, NPA official explained, is to induce amateurs to join emergency nets such as MARS or civil defense amateur service.

Communications industry—radio, telegraph, telephone & cable, but not including commercial TV-radio broadcast stations & networks or radio "hams"—receives special priorities assistance to obtain materials for maintenance and expansion under terms of NPA Order M-77, issued June 27.

"Defense Loans for Small Business" titles pamphlet issued July 20 by NPA Office of Small Business. It's available for 5¢ from Commerce Dept., Washington, and Commerce Dept. field offices.

Trade Personals: **W. E. Dulin**, former acting asst. chief of FCC's Marine Div., World War II chief of Navy Bureau of Ships Electronics Div., radio maintenance section, named chief radio communications equipment section of NPA Electronics Div., reporting to **J. A. Milling**, end equipment branch chief; **Gerald W. Davis**, ex-Bureau of Standards electronic scientist, ex-Raytheon & GE engineer, heads communications equipment unit under Dulin . . . **Earl R. Smith**, ex-RCA International, on leave from Connecticut Cabinet Co., heads new electronic & musical instrument section of OPS, formed from old radio, TV & miscellaneous section of housewares & accessories branch, Consumer Durable Goods Div., headed by **Harold B. Wess** . . . **David H. Cogan**, president of CBS-Columbia Inc. (formerly Air King), elected July 25 to CBS board . . . **William Garstang**, technical products contracts coordinator, named administrative director of engineering & research, Belmont (Raytheon), with **Robertson Gannaway** continuing as chief engineer . . . **George Hakim** named adv. mgr., DuMont receiver sales div., succeeding **Henry R. Geyelin**, now coordinator of all DuMont advertising . . . **Michael R. Buehner** promoted to chief mechanical engineer, Hoffman Radio . . . **H. B. Nelson Jr.** named asst. to **John T. Thompson**, sales mgr. of replacement tubes, GE tube div. . . . **J. J. Kahn**, Standard Transformer Co., named 1951-52 chairman of RTMA promotion committee, other members being **Max F. Balcom**, Sylvania; **Paul V. Galvin**, Motorola; **Leslie F. Muter**, Muter Co. . . . **H. N. Henrye Saller**, of John E. Fast & Co., reappointed chairman of RTMA credit committee, with **D. F. Reed**, Raytheon, eastern vice chairman; **A. D. Sigler**, Crucible Steel Co., western vice chairman . . . **Herbert J. Ravis**, president of Peerless Album Co., phonograph record albums, appointed president and gen. mgr. of Tele-King Distributors, Los Angeles, **Russell Martin** continuing as sales mgr. . . . **Henry Onorati**, ex-RCA Victor Records, joins Crosley as director of electronics advertising.

Henry A. Sullivan, 63, who retired as RCA controller in 1950, died July 23 at his home in Ridgewood, N. J.

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NPA received some 490 requests for assistance from small electronics manufacturers Nov. 1 to June 15, of which the majority received aid. This is revealed in report on NPA's small business program, soon to be made public. Report shows 48,000 small businessmen asked for NPA aid during that period, and substantial majority received special assistance.

Plant expansions have been authorized by NPA under construction control regulations (Order M-4) for these electronics manufacturers July 2-19: **Wilbur B. Driver Co.**, factory building at Newark, estimated cost $663,450; **Bendix**, remodeling of electronic equipment plant at Elmira, N. Y., $43,850; **GE**, addition to plant at Bridgeport, $42,114.

* * * *

Annual "Buyers' Guide," published by *Electronics*, runs 640 pages this year, is now available from McGraw-Hill Pub. Co., 330 W. 42nd St., New York ($2). It includes: (1) Lists of parts and end-product manufacturers, with addresses, alphabetically and by products. (2) Index of trade names. (3) List of equipment distributors.

British Marconi has sold complete TV stations to Spanish Govt. for Madrid and Barcelona. Recently, it also sold studio and camera equipment for United Nations headquarters in New York and for CBC's projected new stations in Montreal and Toronto (Vol. 7:22, 29).

Tax of $11.60 per TV set levied on basis of $200 personal property assessment by Ridgewood, N. J. (pop: 4000 TVs) was discontinued July 25 by village commissioners after irate citizens protested.

Financial & Trade Notes: Sylvania's first half net sales reached record total of $103,822,579, up 70% from $61,086,101 in same 6 months of 1950. Net earnings were $5,680,670, equal to $2.95 on 1,856,550 shares now outstanding after payment of preferred; this is more than twice the $2,259,453 ($1.41 on 1,456,550 shares) profit shown for same 1950 period. Second quarter sales also set record: $43,191,494, up 36% from $31,738,190 for same 1950 quarter, with earnings of $2,165,515 ($1.11) vs. $1,033,609 (64¢). Earnings before Federal taxes amounted to nearly 4½ times what they were first half 1950. Study by Freehling, Meyerhoff & Co., Chicago, gives these operating statistics since 1941—noting that capitalization, besides 1,856,550 shares of common as of June 1, 1951 and $9,964,276 of preferred, includes funded debt of $17,200,000.

Year	Sales	Pre-Tax Profits	Net Income	Per Share Earnings *
1950	$162,514,814	$19,221,185	$8,221,185	$5.37
1949	102,539,866	5,027,840	3,052,840	1.82
1948	99,347,751	6,183,382	3,823,382	2.84
1947	95,715,638	2,847,075	2,507,075	2.10
1946	69,313,127	1,360,017	2,384,017	1.97
1945	125,750,512	8,383,820	2,136,279	2.05
1944	100,398,043	9,353,479	2,053,235	2.04
1943	60,473,821	7,097,636	1,567,936	1.79
1942	32,338,870	3,617,060	1,057,760	1.76
1941	20,561,246	2,402,186	1,067,186	1.78

* Based on shares outstanding at end of fiscal years.

* * * *

Zenith and subsidiaries report estimated net consolidated profit of $2,379,797 ($4.83 per share) after provision of $2,611,603 for excess profits for 6 months ended June 30. Consolidated sales totaled $53,007,639. Second quarter profits were $151,088 (31¢), after taxes of $159,610, on sales $15,954,575. Since company has changed fiscal period to end Dec. 31 instead of April 30, there are no comparable figures for same periods last year—but 1950 annual report (Vol. 7:12, 17) showed net profit of $5,627,003 ($11.43 a share) on sales of $87,704,071 for 8-month period ended April 30, 1950, and net profit of $8,479,390 on sales of $134,012,595 for 12 months of 1950.

"Although production and sales of TV receivers have been substantially curtailed because of the normal summertime seasonal decline and the restraining effect of Regulation W, the company has been maintaining normal production schedules of radio receivers, particularly portable receivers, AM-FM receivers and table model AC-DC sets," says July 25 statement by president E. F. McDonald. "Inventories of Zenith TV sets presently in the hands of the company's distributors and dealers are higher than at the same date a year ago but they are not considered burdensome."

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Packard-Bell sales for 9 months ended June 30 were $16,893,445, net income $989,902 ($1.68 per share) after deduction of $401,700 for taxes. This compares with $9,325,128 sales, $796,648 ($1.35) net income for same 1950 period. Defense orders now exceed $8,500,000, deliveries beginning this quarter and reaching volume proportions in fiscal year beginning Oct. 1, according to executive v.p. Robert S. Bell.

Aerovox, despite decline in TV business and shift to defense contracts, about duplicated first quarter's $6,000,000 sales during second quarter for gain of 16% over the $10,300,000 in first half of 1950 when net was $1,749,418 ($2.51 per share on 691,356 common), reports *Wall Street Journal*. Current net is not up to last year's rate due to taxes. Company reports only once a year.

Hoffman Radio reports net loss of $247,345 on sales of $7,703,942 in first half of 1951. During same 1950 period, sales were $11,229,630, net profit $930,279 ($2.19).

WJR, The Goodwill Station Inc., Detroit, reports sales of $1,693,993 for first 6 months of 1951 vs. $1,713,703 same 1950 period. Profit was $288,253 (56¢) vs. $271,463 (52¢).

RCA and subsidiaries achieved all-time record of $302,333,933 sales during first 6 months of 1951, compared with $248,784,358 during same period last year. Net profit, however, was $15,703,361 ($1.02 per common share) after provision of $16,608,000 for Federal taxes, compared with $20,961,643 ($1.40) after provision of $14,140,000 for taxes same period 1950. Second quarter sales totaled $116,742,178, net profit $3,801,819 (22¢) vs. $121,414,808 sales and $9,725,412 (65¢) profit during same 1950 quarter.

Mid-year balance sheet indicates sales pace rather well sustained during second quarter, considering drop in TV demand, but it's unlikely remainder of year will enable company to achieve record $586,393,000 sales shown for all 1950 (Vol. 7:9)—certainly not the net profit after taxes of $46,250,000 ($3.10) earned in 1950, in light of higher tax rates.

* * * *

ABC-United Paramount Theatres merger (Vol. 7:21-24, 26-29) got stockholders' approval of both companies July 27, with 80.8% of ABC and 80.6% of UPT voting in favor. ABC stockholders will receive for each common share $7.50 in common stock of new American Broadcasting-Paramount Theatres Inc. measured at $19 a share, plus $7.20 of preferred measured at par value. New firm's capitalization will consist of outstanding issue of 608,047 shares of $20 par preferred and an authorized issue of 5,000,000 shares of $1 par common, of which 3,927,931 shares will be outstanding.

These changes in stockholdings by executives were reported to N. Y. Stock Exchange last week: Zenith president E. F. McDonald Jr. sold 4800 Zenith, decreasing indirect holdings to 34,131 shares, direct holdings to 10,260. Philco v.p. John S. Timmons sold 4950 Philco (June), holds 13,000. Isaac D. Levy, ex-CBS director, in June sold remaining 5926 shares of CBS Class B (Vol. 7:28), NYSE also reports.

American Phenolic Corp. reports net profit of $481,926 on sales of $11,109,262 first 6 months of 1951 vs. $457,811 on sales of $5,717,056 same period last year. June quarter accounted for $6,161,477 sales, $273,394 profit.

Dividends: Tung-Sol, 25¢ on common, 20¢ on preferred, payable Aug. 1 to holders of record July 17; Hazeltine, 25¢ payable Sept. 15 to holders Sept. 1; International Resistance, 10¢ payable Sept. 1 to holders Aug. 15.

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THREAT to movies by TV has reached peak—barring unforeseen developments. That's general conclusion reached by Hollywood roundtable conference between exhibitors and film producers this week, sponsored by Council of Motion Picture Organizations. Closed session on TV at Beverly Hills Hotel attended by 30 delegates was highlight of meeting. Among topics on which there reportedly was general agreement:

(1) Movie films shouldn't be released to TV, nor should big name stars be encouraged to appear too often on TV. (2) Good pictures, comfortable theatres and better promotion are best answers to threat of TV. (3) Pay-as-you-see TV is still in "impractical" stage for mechanical reasons, such as susceptibility of coin boxes to tampering, etc.

At session on advertising and exploitation, Universal-International v.p. David Lipton estimated that of the $60,000,000 spent annually to promote films, some $50,000,000 goes to newspapers. He suggested some of this money be re-channelled to make much wider use of TV to advertise films, and to use radio in non-TV areas. Roundup story in July 27 *Wall Street Journal* reports general pickup in movie business, with most exhibitors quoted crediting better pictures, and many hopefully suggesting "tired of TV" may be reason.

REQUEST for "reasonable and equitable basis" for computation of telecasters' excess profits tax (Vol. 7:9, 21 24) was voiced July 27 by Fort Industry Co.'s John B. Poole, spokesman for TV Broadcasters Tax Committee before Senate Finance Committee. He pointed out that radio earnings of companies operating in both TV and radio during the 1946-49 base period for excess profits computation had been slashed by large losses suffered in pioneering TV operations, gave figures to show that "losses sustained in TV during this period so depressed normal profits derived from radio broadcasting that the average industry rate of return . . . declined from 24.9% in 1946 to 10.1% in 1949."

He urged Senators to approve S. 1861, introduced last week by Sen. Frear (D-Del.), which would permit any broadcaster deriving 30% or more of his income from TV to compute average base period income by multiplying December 1949 assets by (1) his ratio of income to assets in pre-TV 1946, or (2) by radio broadcasting's industry-wide rate of return for 1946 (24.9%)—whichever is greater.

Effect of proposal would be to allow telecasters a rate of profit comparable to that of radio broadcasters before subjecting them to excess profits tax. Senate committee is considering tax proposals in connection with House-passed revenue bill (H.R. 4475).

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Ford Motor Co.'s library of 16mm films is being made available to TV stations, rental free, through its 6 Film Library branches in Dearborn, Mich. (Earle Harger, distribution supervisor), and in New York, Washington, Chicago, Kansas City, Richmond, Cal., where catalogs are available. Seven films have full TV clearance, namely, *The American Cowboy, The Big Race, Canyon Country, Men of Gloucester, Pride of Workmanship, Southern Highlanders, Driver Education Series.* Films are 20 or 30 minutes, with exception of driving series which comprises six 10-min. shorts. "All other films listed in the catalog," states Mr. Harger, "can be televised without the use of the sound track. With these, other background music can be dubbed in, or a commentary approximating that on the sound track can be given in the studio."

Westinghouse will sponsor live college football games this fall under National Collegiate Athletic Assn's "controlled TV experiment," NCAA's TV committee announced July 24. Financial details weren't revealed, and according to NCAA ruling Westinghouse will deal individually with some 40 colleges whose games will be televised. In complicated 10-week "experimental" schedule, each area will be blacked out for 3 Saturdays, no team will be televised more than twice and Westinghouse will assist in research to determine effects of TV. About 50 stations will carry contests. Network plans haven't been announced, but on 2 Saturdays entire interconnected TV hookup will be used, on others there will be regional and sectional hookups. Deal was made through Ketchum, MacLeod & Grove agency, Pittsburgh.

Time Inc. now lukewarm about acquiring TV rights to Democratic and Republican national conventions next summer (Vol. 7:28), but other sponsors may continue trying. Trade reports had *Chicago Tribune's* Col. McCormick objecting to Time-Life tieup—they're politically opposed. So far as GOP is concerned, decision on principle of sponsorship (from which it's thought $1,000,000 might be derived) must be decided by 20-member convention arrangements committee, to be appointed by Chairman Gabrielson in September.

July 1 sets-in-use figure for Tulsa is 77,200, up 3000 from June 1. Revised Los Angeles total shows 1,002,000 as of July 1, an increase of 2000 from the even 1,000,000 given in NBC Research figures last week (Vol. 7:29).

Another TV station and 3 AM stations received approval to begin construction under NPA's building control Order M-4 (Vol. 7:19-20, 22, 27, 29) during week ended July 19. WTOP-TV, Washington, got go-ahead to build addition to studio building, to cost about $16,350. Two AM grantees not yet on air received OK from NPA—WLEA, Hornell, N. Y., to build radio station at $21,100; WCMY, Streator, Ill., transmitter building at $6400; WLBB, Carrollton, Ga., already on air, authorized to build station costing $24,900. Other authorizations have been made by NPA field offices, but so far only actions announced have been those by Washington office. There is no record of denial of any broadcaster's application to date.

Three applications for new TV outlets filed with FCC this week came from St. Louis Amusement Co., subsidiary of big Fanchon & Marco talent booking firm, seeking Channel 11 in that city; WEAU, Eau Claire, Wis. (same interests as WEBC, Duluth, and WISC, Madison, and other stations, with Eau Claire *Press* and *Leader* as 24% stockholder), Channel 13; KRIC, Beaumont, Tex. *(Beaumont Enterprise* and *Journal)*, Channel 6. [For further details, see *TV Addenda 13-C herewith;* for complete list of all pending TV applications, see *TV Factbook No. 13* with Addenda to date.]

New DuMont TV Center in Manhattan, to be partially occupied Oct. 1, is remodeled 7-story Central Opera House at 205 E. 67th St., which will house "largest and most modern video studios ever constructed under one roof." Five studios for live telecasts, 2 for coordinating film and remote programs, all program and engineering facilities, will be contained in 1,000,000 sq. ft. interior. Engineering chief Rodney D. Chipp is supervising equipment installation. Thompson Starrett Co. is doing construction work.

Coast-to-coast TV network is still due "by year's end," according to AT&T. Regarding July 25 *Variety* story to effect that hookup is planned for September, AT&T spokesman said: "Our engineers sometimes work miracles, but I haven't heard any of them mention a date as early as September. Within 30 days, we think we'll be able to predict the date with reasonable accuracy." *Variety* reported President Truman will keynote inaugural hookup featuring big-name Hollywood and New York talent.

Appropriation of $6,116,500 for FCC for year ending June 30, 1952, was agreed upon this week by Senate-House conferees. Commission had asked for $6,575,000; Senate bill had authorized $6,233,300, House bill $6,000,000. During July 20 FCC-industry conference on freeze-ending procedures (Vol. 7:29), FCC Chairman Coy warned that cut to $6,000,000 "could be translated into loss of 100 man-years" with consequent adverse impact on quick end to freeze.

Freeze lift in U. S. Territories, subject of FCC report due soon, is considered probable. Principal complication is fact educational channel reservation issue hasn't been finally settled, presumably won't be until final decision on all freeze issues. At present, there are no applications from Territories.

TV Station & Network Map

New Television Map of the United States, in color, revised to July 15, 1951, showing locations and lists of all operating TV stations with present and projected (1951-52) network routes, was made available with each copy of our *TV Factbook No. 13.* It's 22x34-in., suitable for wall or desk, usable as working outline. Demand for this map has been so great that we've ordered re-run, can offer extra copies at $1 each—or 50¢ each in quantities of 20 or more.

Television Digest WITH AM-FM REPORTS
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July 28, 1951

NAB LIBRARY

Deadlines for Comments

AGENDA FOR FCC's ALLOCATIONS PROCEEDINGS, BY CITIES

Cities below are grouped according to dates by which written statements must be filed in accordance with FCC's Order of Hearing Procedure (Notice 51-739) of July 25, 1951. Statements to be filed are those in support of comments previously filed. For digests of previous comments, see Television Digest Supplements 72 to 72-C inclusive.

Note: Each group has 3 dates. First is deadline for statements supporting original comments, offering counter-proposals to FCC allocation plan (see TV Allocation Report of March 24, 1951). Second is for oppositions to counter-proposals. Third is for briefs on issues of fact or law. Groups & dates are as follows:

DuMont plan	Aug. 27	Sept. 17	Oct. 1	Groups X-AA	Oct. 1	Oct. 22	Nov. 5
Groups A-F	Sept. 4	Sept. 25	Oct. 9	Groups BB-EE	Oct. 8	Oct. 29	Nov. 12
Groups G-M	Sept. 10	Oct. 1	Oct. 15	Groups FF-II	Oct. 15	Nov. 5	Nov. 19
Groups N-R	Sept. 17	Oct. 8	Oct. 22	Groups JJ-NN	Oct. 22	Nov. 12	Nov. 26
Groups S-W	Sept. 24	Oct. 15	Oct. 29				

GROUP A

Maine

Augusta
Calais
Lewiston
Orono
Portland

New Hampshire

Berlin
Concord
Durham
Hanover
Manchester
Rochester

Vermont

Burlington
Montpelier

Honolulu, Hawaii

Puerto Rico

GROUP B

Connecticut

Hartford
New Haven
New London
Storrs

Massachusetts

Barnstable
Boston
Brockton
Fall River
Holyoke
Lowell
New Bedford
Pittsfield
Springfield
Worcester

Rhode Island

Providence

GROUP C

New York

Albany
Binghamton
Buffalo
Corning
Ithaca
Kingston
Malone
New York
Niagara Falls
Oneonta
Poughkeepsie
Rochester
Rome
Schenectady

New York (cont'd)

Syracuse
Troy
Utica
Watertown

GROUP D

New Jersey

Atlantic City
Jersey City
Newark
New Brunswick
Paterson
Princeton
Trenton

GROUP E

Delaware

Wilmington

Pennsylvania

Harrisburg
Lancaster
Lebanon
Philadelphia
Pottsville
Reading
Scranton
State College

GROUP F

Dist. of Columbia

Washington

Maryland

Baltimore

GROUP G

Pennsylvania

Altoona
Beaver Falls
Braddock
DuBois
Pittsburgh
Washington

West Virginia

Wheeling

GROUP H

Pennsylvania

Erie
Lock Haven
Oil City

GROUP I

Maryland

Cumberland

-(over)-

JUL 30 1951

GROUP I (cont'd)

West Virginia

Beckley
Charleston
Clarksburg
Huntington
Morgantown
Princeton
Williamson

GROUP J

Kentucky

Lexington

Ohio

Akron
Cleveland
Findlay
Gallipolis
Lorain
Marion
Massillon
Sandusky
Steubenville
Warren
Wooster
Youngstown

GROUP K

Ohio

Bellefontaine
Cincinnati
Columbus
Dayton
Hamilton
Middletown
Oxford
Zanesville

GROUP L

Kentucky

Danville
Louisville
Middlesboro
Paducah

GROUP M

Indiana

Evansville

Kentucky

Owensboro

GROUP N

Indiana

Anderson
Bloomington
Connersville
Fort Wayne
Indianapolis
Kokomo
LaFayette
Logansport
Marion
Michigan City
Muncie
South Bend
Terre Haute
Vincennes

GROUP O

Michigan

Ann Arbor
Bay City
Coldwater
Detroit
East Lansing
Flint
Lansing

Ohio

Toledo

GROUP P

Michigan

Alpena
Cadillac
Calumet
Escanaba
Essexville
Grand Rapids
Hancock
Ludington
Marquette
Midland
Saginaw
Sault St. Marie
Traverse City

GROUP Q

Illinois

Bloomington
Champaign
Chicago
DeKalb
Rockford
Urbana

Indiana

Gary

GROUP R

Illinois

Carbondale
Centralia
Lincoln
Olney
Peoria
Quincy
Springfield

GROUP S

Michigan

Iron Mountain

Wisconsin

Clintonville
Green Bay
Madison
Marinette
Milwaukee
Racine
Wausau

GROUP T

Minnesota

Austin
Brainerd
Duluth
Hibbing
Mankato
Minneapolis
New Ulm
Rochester
St. Paul

Wisconsin

Eau Claire
La Crosse
Reedsburg

GROUP U

Iowa

Ames
Atalissa
Cedar Rapids
Chariton
Davenport
Des Moines
Dubuque
Fort Dodge
Iowa City

Iowa (cont'd)

Keokuk
Mason City
Mount Pleasant
Sioux City
Waterloo

GROUP V

Missouri

Brookfield
Cape Giradeau
Columbia
Grandview
Hannibal
Jefferson City
Joplin
Kansas City
Kirksville
St. Joseph
St. Louis
Sedalia
Springfield
Trenton

GROUP W

Nebraska

Lincoln
Omaha

North Dakota

Grand Forks

South Dakota

Mitchell
Pierre
Sioux Falls
Vermillion
Watertown

GROUP X

Montana

Billings
Bozeman
Butte
Great Falls
Miles City
Missoula

GROUP Y

Colorado

Boulder
Colorado Springs
Craig
Denver
Durango
Grand Junction
Pueblo

-(over)-

GROUP Y (cont'd)

Nebraska

Alliance

Wyoming

Cheyenne
Laramie
Rawlins

GROUP Z

Colorado

Montrose
Walsenburg

Idaho

Boise
Montpelier
Moscow

Nevada

Ely
McGill

Utah

Logan
Ogden
Price
Provo
St. George
Salt Lake City
Tooele
Vernal
Wendover

GROUP AA

Oregon

Albany
Corvallis
Eugene
Medford
Portland
Salem

Washington

Bellingham
Ellensburg
Longview
Olympia
Pullman
Seattle
Tacoma
Walla Walla

GROUP BB

Nevada

Ely
Goldfield
Las Vegas
Reno
Tonopah

GROUP CC

California

Bakersfield
Fresno
Madera
Monterey
Pittsburg
Sacramento
Salinas
San Francisco
San Jose
Santa Barbara
Santa Clara
Stockton
Visalia
Yuba City

GROUP DD

California

Los Angeles
San Bernardino
San Diego

GROUP EE

Arizona

Phoenix
Tuscon
Yuma

New Mexico

Albuquerque
Sante Fe

GROUP FF

Texas

Amarillo
El Paso
Lubbock
Monahans

GROUP GG

Texas

Austin
Beaumont
Brownsville
College Station
Corpus Christi
Fredericksburg
Galveston
Harlingen
Houston
Karnes City
McAllen
Port Arthur
San Antonio
Temple
Victoria
Weslaco

GROUP HH

Texas

Breckenridge
Dallas
Denton
Fort Worth
Hillsboro
Longview
Lufkin
San Angelo
Sherman
Texarkana
Tyler
Waco
Waxahachie
Weatherford

GROUP II

Kansas

Dodge City
Lawrence
Manhattan
Pittsburg
Topeka
Wichita

Oklahoma

Elk City
Lawton
Muskogee
Norman
Oklahoma City
Tulsa
Woodware

Texas

Wichita

GROUP JJ

Arkansas

Blytheville
El Dorado
Fayetteville
Fort Smith
Hot Springs
Jonesboro
Little Rock
N. Little Rock
Pine Bluff

Louisiana

Alexandria
Baton Rouge
Houma
Lake Charles
Monroe
New Orleans
Shreveport

Tennessee

Cookeville
Jackson
Memphis
Nashville

GROUP KK

Alabama

Birmingham
Mobile
Montgomery
Tuscaloosa
University

Florida

Pensacola

Mississippi

Biloxi
Hattiesburg
Jackson
Meridian
State College
West Point

-(over)-

GROUP LL

Florida

Coral Gables
Dade County
Daytona Beach
Fort Lauderdale
Fort Myers
Fort Pierce
Gainsville
Jacksonville
Miami
Orlando
St. Petersburg
Tallahassee
Tampa
West Palm Beach

Georgia

Thomasville

GROUP MM

Georgia

Athens
Atlanta
Augusta
Macon
Rome

North Carolina

Asheville
Chapel Hill
Charlotte
Durham
Greensboro

North Carolina (cont'd)

Raleigh
Wilmington
Winston-Salem

South Carolina

Charleston
Clemson
Columbia
Greenville
Spartanburg

Tennessee

Chattanooga
Bristol
Kingsport
Knoxville

-(end)-

Virginia

Blacksburg
Bristol
Danville

GROUP NN

Virginia

Charlottesville
Harrisonburg
Lynchburg
Newport News
Norfolk
Petersburg
Portsmouth
Richmond

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Supplement No. 74
July 28, 1951

Report and Order

FCC Authorizes Temporary TV Power Increases

Full Text of Public Notice No. 51-752 Adopted July 25, 1951, Effective Immediately

Upon request for special temporary authority (STA), stations may boost effective radiated powers (ERP), thus widening coverage areas, improving signal quality, pending final decision on freeze issues; see story Vol. 7:30

In the Matters of

Amendment of Section 3.606 of the Commission's Rules and Regulations.	Dockets No. 8736 & 8975
Amendment of the Commission's Rules, Regulations and Engineering Standards Concerning the Television Broadcast Service.	Docket No. 9175
Utilization of Frequencies in the Band 470 to 890 Mcs. for Television Broadcasting.	Docket No. 8976

FIFTH REPORT AND ORDER OF COMMISSION

1. On May 6, 1948, the Commission issued a "Notice of Proposed Rule Making" (FCC 48-1569) in the above entitled Dockets 8736 and 8975 designed to amend its Table of television channel assignments for the United States. During the hearing subsequently held by the Commission on its proposed Table, evidence was presented concerning tropospheric interference, directional transmitting antennas, increased power and mileage spacings between television stations. As a result of this evidence, an Industry-Commission Conference was held on September 13, and 14, 1948, on the following issue, among others:

"If the standards are to be revised, what policy should be adopted with respect to applications now pending before the Commission."

At the conclusion of that Conference the Commission announced its plan to hold an engineering conference "to consider questions regarding revision of the Commission's Rules, Regulations and Standards with respect to the technical phases of television allocations."

2. On September 30, 1948, the Commission issued a "Report and Order" (FCC 48-2182), commonly referred to as the "freeze" order. By the terms of said Order, Section 1.371 of the Commission's Rules was amended by adding footnote 8(a) thereto, reading as follows:

"[8a] Pending further consideration of the issues in Docketc Nos. 8975 and 8736, requests for television authorizations on channels 2 through 13 will be considered in accordance with the following procedure:

"(a) Applications pending before the Commission and those hereafter filed for permits to construct television stations on channels 2 through 13 will not be acted upon by the Commission but will be placed in the pending files.

"(b) Applications pending before the Commission and those hereafter filed for modification of existing permits or licenses will be considered on a case-to-case basis and Commission action thereon will depend on the extent to which they are affected by the issues to be resolved in the proceedings bearing Docket Nos. 8975 and 8736.

"(c) No hearing dates will be scheduled with respect to applications for construction permits which have been designated for hearing, and in cases in which hearings have been commenced or completed but decisions have not been issued, no further action will be taken.

"(d) This procedure does not apply to construction permits or other television authorizations heretofore issued by the Commission."

3. Pursuant to the provisions of subparagraph "(a)" above, no applications then pending or thereafter filed for construction permits for new television stations have been granted, and there are now on file with the Commission 420 such applications. Since December, 1948, in considering various applications before it for modification of outstanding construction permits, the Commission has clarified its intentions concerning the "case-to-case basis" specified in the subparagraph "(b)". In passing on these applications, the Commission has not granted applications for modification of construction permits where such grants would result in increased coverage over that resulting from the effective radiated powers and antenna heights specified in the applicants' authorizations outstanding on September 30, 1948, the date of the Commission's "freeze" order. It has granted requests for lower powers and increased antenna heights which would result in coverage not in excess of that existing on the "freeze" date. It has not granted increased powers and lower antenna heights since such increased power involved questions of increased troposperic interference. It has issued partial grants in accordance with the above policy.

4. On March 22, 1951, the Commission issued its "Third Notice of Further Proposed Rule Making" (FCC 51-244) in which it provided in paragraph "10" thereof the following:

"10. The most important single factor which induced the issuance by the Commission of its 'freeze' order of September 30, 1948, was the desire to ascertain whether sufficient mileage spacing had been provided between assignments set forth in its table. On the basis of the data contained in the record of this proceeding the Commission is proposing the separations specified in the attached Appendix A. In the light of these separations the Commission proposes to take the following actions upon the expiration of the time specified in paragraph 12 herein for the filing of comments and oppositions thereto:

"(a) The Commission will determine whether any issue has been raised which would prevent the lifting of the 'freeze' with respect to channel assignments in Alaska, Hawaiian Islands, Puerto Rico and Virgin Islands. These Territories are sufficiently removed from the continental United States so as not to be involved in the separations problems of continental United States and present no assignment problem with any neighboring countries. Separations have been maintained within the Territories which

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are in accordance with the Commission's proposals in Appendix A. Accordingly, in the absence of any issue with respect to these separations, the Commission proposes to lift the 'freeze' with respect to the above Territories without waiting to reach a final determination on all the assignments proposed in Appendix C.

"(b) The Commission will determine whether any issue has been raised with respect to the Commission's proposed assignments in the UHF band. In the absence of such issue, and where serious procedural or practical objections do not exist, the Commission will consider lifting the 'freeze' on applications which specifically request a UHF channel.

"(c) The Commission will determine whether any issue has been raised with respect to applications by existing television licensees and permittees to increase power in accordance with the proposals set forth in Appendix A. In the absence of such issue the Commission will consider lifting the 'freeze' so far as existing stations are concerned on a case-to-case basis where it appears that a grant of increased power not in excess of the maximum specified in Appendix A will not affect channel assignment proposals offered by the Commission or by interested parties and will not unduly restrict the Commission's flexibility in reaching final determinations with respect to assignments still in issue.

"(d) Should the Commission take action in accordance with the views expressed in subparagraphs (a), (b), and (c) above, a reasonable period will be provided for the filing of appropriate applications."

5. In advancing the above proposals for a partial lifting of the "freeze" the Commission recognized that the factors which called for a continuance of the "freeze" on the construction of new VHF television stations in the United States were not the same, in all respects, as those relating to the Territories, the UHF band, and increased power for existing stations. The Commission was of the opinion that under certain conditions a partial lifting of the "freeze" might be effected in the three instances specified in paragraph "10" of the Third Notice. However, with respect to the construction of new television stations in the VHF band, it became evident that a change in a channel assignment in a particular city, or the retention of a particular assignment might have a chain reaction on assignments in areas hundreds of miles away. For example, assuming the mileage separations specified in Appendix A, if a channel were changed in City X, it might require a change in co-channel assignments within a 180-mile radius from City X, as well as in adjacent channel assignments within 70 miles of City X, and possible shifting of other channels. These channel changes might require corresponding shifting of channels located within a 180-mile radius from the second group of channels. In the same way, if construction permits were issued for new stations in City X either on the existing channels or on the proposed channels, it might have the effect of freezing channel assignments within 180 miles, which, in turn, might freeze assignments within another 180 miles, ond so on. It followed, therefore, that any crystallization of channel assignments resulting from the authorization and construction of new television stations in particular areas might remove the element of flexibility, an element which is essential if the Commission is to remain free to adopt an assignment table based on the soundest engineering principles.

6. On June 15, 1951, in a "Memorandum Opinion and Order" (FCC 51-635) the Commission designated for oral argument questions relating to its authority to issue a Table of Assignments as part of its Rules and to reserve channels for non-commercial educational stations. Thereafter, on June 21, 1951, the Commission issued its "Third Report of Commission" (FCC 51-640) in which it explained why it could not, at that time effectuate the purposes of paragraph "10" of the Third Notice. In that Report the Commission pointed out that because of the existence of substantive and procedural objections it would take no action at that time to lift the "freeze" with respect to applications for UHF channels; and that, pending the above mentioned oral argument, it would take no action at that time to lift the "freeze" in the Territories and to permit existing stations to increase power. Subsequently, on July 13, 1951, the Commission issued its "Memorandum Opinion" (FCC 51-709) in which it concluded that it had legal authority under the Communications Act of 1934, as amended, to "(1) Prescribe as part of its rules and subject to change through rule making a table specifying the channels upon which television station assignments may be made in specified communities and areas; and (2) designate and reserve certain of the assignments provided in such table for use by non-commercial educational television stations." In view of these conclusions we have again considered the possibilities suggested in paragraph "10(a)" and "(c)" of our Third Notice. And we have concluded that it is now possible, consistent with the basic criteria set out in paragraph "10(c)" to take certain steps permitting some increase in power for existing stations. A separate further report will be issued with respect to the suggestion contained in paragraph "10(a)".

7. In suggesting the possibility, in the Third Notice, of permitting increased power for existing stations we recognized that this might be accomplished without encountering problems such as those which would arise if we permitted new stations to be constructed in areas having no service at present. Without prejudice to those areas not now having stations, we would be providing for a better service to the public from existing stations and would be creating a situation in which, as a general matter, existing stations could operate on a more nearly equal basis from the viewpoint of coverage—a condition which would contribute materially to the healthy development of the new television industry.

8. In paragraph "10(c)" of the Third Notice the criteria we enunciated were, in essence, that increases in power for existing stations would be permitted if, upon consideration of all comments, we could permit such increases on a "case-to-case" basis in a manner which would not affect channel assignment proposals offered by the Commission or by interested parties in this proceeding, and would not unduly restrict the Commission's flexibility in reaching final determinations with respect to assignments still in issue. Out of approximately 700 comments filed by interested parties pursuant to the Commission's Third Notice, only two comments opposed the Commission's proposal to increase power of existing stations. Neither of the two opposing comments advanced a single reason as to why the proposal should not be effectuated.[1] From a review of the many comments and oppositions heretofore filed in this proceeding we do not believe it to be advisable at this point in the proceeding to permit increases to the powers specified in Appendix A. However, the Commission is of the opinion that some action can be taken during this interim period to accomplish in part the basic purpose expressed in paragraph "10(c)" of that Notice. The Commission proposes to continue its present policy of considering applications for modification of existing facilities which request changes in transmitters, antennas or locations therefor, under the terms of the existing "freeze" policy as described in paragraph "3" herein. We would also provide, on an interim basis, for a more efficient use of authorized stations through the granting of special temporary authority (STA) permitting temporary increases in power within the framework of the Commission's existing Rules and Standards "which will not affect channel assignment proposals offered by the Commission or by interested parties and will not unduly restrict the

[1] The comments referred to are those of Radio Virginia, Inc., WXGI, Richmond, Virginia, and of Radio Kentucky, Inc., WKYW, Louisville, Kentucky. These comments, in pertinent parts, are as follows:

Radio Virginia, Inc.: "2) In general, we wish to register opposition to these phases of the plan: . . . C—The plan to grant power increases on the VHF channels."

Radio Kentucky, Inc.: "Radio Kentucky, Inc., opposes the granting of further power increases to VHF channels."

Commission's flexibility in reaching final determinations with respect to assignments still in issue." Accordingly, the Commission proposes to consider, on a case-to-case basis, requests by existing stations for special temporary authority to increase coverage beyond that permitted under the "freeze" policy. The following considerations will be applicable to such requests for special temporary authority:

(a) Community stations are permitted, pursuant to Sec. 3.603 of the Commission's Rules, to operate with a maximum effective radiated power of 1 kw and with an antenna height of 500 feet above average terrain. The Commission will consider requests by existing community stations (three in number) operating 500 watt transmitters with less than 500 watts power output for special temporary authority to increase transmitter power output to that figure, provided that the effective radiated power may not exceed 1 kw. Transmitters of more than 500 watts rating will not be authorized.

(b) Section 3.604 of the Commission's Rules permits metropolitan stations to operate with effective radiated power not in excess of 50 kw with antenna height of 500 feet. However, under the provisions of said Section, antenna heights in excess of 500 feet are permissible but such grants may be subject to reduced effective radiated power "so that the coverage (within the 5000 uv/m contour) shall be substantially similar to that which would be provided by 50 kilowatts effective radiated peak power and a 500 foot antenna." Under this rule antenna heights in excess of 500 feet have been authorized, but the Commission has until now limited effective radiated power so that the reduced power and increased antenna height would provide equivalent 5000 uv/m coverage. The Commission now will consider requests by metropolitan stations operating 5 kilowatt transmitters at less than 5 kilowatt power output for special temporary authorization to increase transmitter power output to that figure, provided (1) the effective radiated power may not exceed 50 kilowatts and (2), where antenna heights exceed 2000 feet, the Commission may limit effective radiated power to less than 50 kilowatts.

(c) Section 3.605 of the Commission's Rules provides for rural stations serving areas more extensive than those served by metropolitan stations, where the additional areas served are predominantly rural in character. This rule does not limit the powers and antenna heights of such stations and, prior to the "freeze," applications therefor were considered on a case-to-case basis. The Commission will consider requests by rural stations to use the same power proposed for metropolitan stations in subparagraph "(b)" above.

(d) Grants made in accordance with the provisions of subparagraphs "(a)," "(b)" and "(c)" above will be issued subject to the condition that they are without prejudice to any determination which the Commission may hereafter make with respect to outstanding proposals concerning Appendices A, B, C and D of the Third Notice.

(e) Special temporary authorizations issued pursuant to the above requests, and extensions thereof, will be limited to periods not in excess of six months.

(f) Applications by stations for changes in their classification will not be granted.

9. Applications filed by existing stations for changes of transmitters and antennas will, therefore, be considered in accordance with the existing "freeze" order, and requests for operation of authorized equipment beyond the limits of the "freeze" policy will be considered for temporary periods in accordance with the procedure described above. Since amendment of our rules to provide for this procedure constitutes an amendment relating to practice and procedure before the Commission, and constitutes a statement of policy, under Section 4 of the Administrative Procedure Act proposed rule making is not required and said amendment may be made effective immediately.

Accordingly, it is ordered, this 25th day of July, 1951, that effective immediately, Section 1.371 of the Commission's Rules and Regulations is amended so that subparagraph "(b)" of footnote "8a" (designated footnote "10" in the Code of Federal Regulations) shall read as follows:

(b) Formal applications pending before the Commission and those hereafter filed for modification of existing permits or license will be considered on a case-to-case basis and Commission action thereon will depend on the extent to which they are affected by the issues to be resolved in the proceedings bearing Docket Nos. 8736, 8975, 9175 and 8976. Such formal applications will be considered on the basis that neither the coverage within the 500 uv/m contour nor the effective radiated power shall exceed that authorized on September 30, 1948; applications requesting greater coverage or power will be given consideration on the basis of partial grants within these limits. Licensees and permittees of television stations may apply by letter or other informal application for special temporary authority (STA), and for extensions thereof, for periods not in excess of six months, to operate under the following terms and conditions:

(1) Community television stations operating 500 watt transmitters with less than 500 watts power output may apply for special temporary authority to increase transmitter power output to that figure; provided that the effective radiated power may not exceed 1 kw.

(2) Metropolitan and rural television stations operating 5 kilowatt transmitters at less than 5 kilowatts power output may apply for special temporary authority to increase transmitter power output to that figure. In no event may the effective radiated power of a metropolitan or rural station exceed 50 kw. Where the antenna height of a metropolitan or rural television station exceeds 2000 feet above average terrain, the effective radiated power of such station may be limited to less than 50 kw.

(3) Applications by existing television stations for changes in their classifications will not be granted.

(4) Any authorization issued pursuant to the above subparagraphs shall be granted subject to the condition that it is without prejudice to any action the Commission may take with respect to outstanding proposals concerning Appendices A, B, C and D of the Third Notice of Further Proposed Rule Making and that such authorizations will either be modified to conform with any final determinations reached by the Commission in said proceeding, or will be cancelled.

FEDERAL COMMUNICATIONS COMMISSION

(Commissioner Jones dissenting.)

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AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING ARTS AND INDUSTRY

Television Digest

WITH AM / FM REPORTS

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August 4, 1951

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POWER BOOSTS ALL TO EVERYBODY'S GOOD: Up to 10 miles more coverage radius for some TV stations...better pictures for many televiewers...less interference annoyance... even the more effective use of built-in and indoor antennas.

These are immediate benefits assured from TV transmitter power boosts now being authorized by FCC. Acting speedily to implement new FCC policy of permitting maximum powers on temporary basis pending end of freeze, Broadcast Bureau is processing applications as fast as it can.

By end of week, it had approved increases for 22 stations in 18 cities -- and all or most of 20 remaining applicants, plus others who may file, should be similarly notified in matter of a few more days. (For list of authorizations and applications still pending at end of week, see p. 4.)

For this week's 22 stations, it merely means turning up power outputs of present transmitters -- in most cases to 5-kw maximum -- to derive benefits of last week's special order (Vol. 7:30 & Supp. 74), which permits maximum effective radiated power (ERP) up to 50 kw. The 3 "community" stations are limited to 1 kw ERP.

Majority of the stations will realize significant increases in powers radiated from their antennas as result of boosts granted this week. Some of the hikes, translated into ERP, are little short of spectacular. Miami's WTVJ should get biggest proportionate boost so far -- tenfold jump in ERP to approximately 22 kw.

One station will reach FCC's maximum of 50 kw ERP -- WHAS-TV, Louisville, which was authorized to turn its transmitter output up from .89 to 4.6 kw, instead of 5 kw, which would have shot it through the 50-kw ceiling. That's a 500% hike -- from present 9.69 kw. Louisville's other outlet, WAVE-TV, goes from 7 to 25 kw.

In New York, WJZ-TV announced it will turn up its power Aug. 9 from 3 to about 16.5 kw, same day it moves from temporary antenna to main TV mast atop Empire State Bldg. WOR-TV gets boost from 9 to about 22 kw, WPIX from 3.6 to 5 kw ERP.

Other typical increases in ERP expected as result of this week's actions: WGN-TV, Chicago, 11.2 to 28 kw; WBKB, Chicago, 11 to 20 kw; WSM-TV, Nashville, 14.4 to 27 kw; WHEN, Syracuse, 15 to 27 kw; KRLD-TV, Dallas, 15.1 to 30 kw; WXEL, Cleveland, 21 to 25 kw; WTVN, Columbus, 6 to 19 kw.

Note: It should be emphasized that ERP in TV isn't comparable to AM power. TV powers alone can't be used as criteria for comparison of station service areas -- which depend also on related engineering factors, such as antenna location and height and operating frequency.

NEW BORDER STATION OPENS RIPE MARKET: Nice new market for TV receivers opens up with start, promised sometime between Sept. 1 & 15, of new station in Matamoros, Mexico, just across border from Brownsville, at southeast tip of Texas. New XELD-TV will operate on Channel 7, be programmed mostly in English -- for all practical purposes another American outlet, though licensed by Mexico to Romulo O'Farrill Sr., publisher of Mexico City Novedades, operating XETV there, Latin America's first TV.

New 500-watt RCA transmitter has already been delivered, along with studio

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and field camera chains and projection equipment. It's located on high hill outside Matamoros, so that its .1 Mv/m signal is expected to embrace coverage of 50-mi. or more, taking in all or most of rich Cameron, Hidalgo & Willacy counties, to say nothing of substantial population cluster on Mexican side of Rio Grande.

Those counties alone total more than 300,000 population, include wealthy towns of Brownsville, 1950 estimated population 36,000; Harlingen, 23,000; McAllen, 20,000; San Benito, 13,000; Edinburg, 12,000; Mission, 11,000; Mercedes, 10,000; Raymondsville, 9000; Weslaco, 7500. Matamoros has only 8000, but its environs also share in rich fruitlands and big irrigation projects of Rio Grande Valley.

Manager Monte Kleban, an American, headquartering at 1111 S.E. Levee St., in Brownsville, has been lining up sponsorships in U.S. with considerable success, planning commercial operation along traditional lines -- with kine-recording-services from the U.S. networks. Luis Guaragna, of RCA Victor Mexicana, is engineer in charge of construction. RCA subsidiary will send sets from Mexico City factory into Mexican area, but by far largest sales are expected on U.S. side -- with sets to be channeled from wholesale houses of major manufacturers in San Antonio and Houston.

* * * *

Sovereign Mexico is fully within its rights in authorizing station, for it has no freeze and is party to agreement with U.S. whereby Channel 7 is allocated to Matamoros. In same allocation plan, but frozen so far as U.S. applicants are concerned, are Channels 4 & 5 allocated to Brownsville.

Senor O'Farrill's speedy enterprise will doubtless spur other Mexican interests to hasten efforts to get border stations and get going before FCC ends freeze. They will thus gain same head start in capturing audiences that stations in Buffalo and Detroit have in as yet non-locally served Canada.

The allocations agreement gives other Mexican border towns like advantages. For example, Juarez, opposite El Paso (130,000 population) gets Channels 9, 11 & 13 while El Paso gets VHF 2, 4, 5 & 7 and UHF 20 & 26, all frozen; Nuevo Laredo, opposite Laredo (51,000) is allocated VHF 11 & 13 while Laredo's VHF 3 & 8 and UHF 15 are frozen; Tiajuana, near San Diego (321,000) is allocated 6 & 12 while San Diego has one Channel 8 station in operation and VHF 3 & 10 and UHF 21, 27 & 33 frozen.

Note: For Mexican channel allocations, see p. 60, TV Factbook No. 13. Also in Factbook are proposed U.S. & Canadian allocations, lists of pending applications.

TV FILMS MAY SUPERSEDE LIVE NETWORKS: Conviction is growing in high places that most TV programming will eventually be on films -- whether produced by networks themselves or by other enterprisers. Reasons aren't hard to discern:

(1) High cost of coaxial-microwave hookups -- largest item in TV's overhead -- so much higher than for radio that some can't see any chance for network TV, per se, to earn a profit. Cost will mount to staggering proportions when, now promised as of Sept. 30, transcontinental relays west from Omaha will permit linking merely 4 more TV cities into present networks -- at huge per-mile cost.

(2) Control and editing of programs before telecasting, with just as good quality possible via modern film techniques as via wire or radio relays.

Hence the networks' preoccupation not only with their profit-earning owned-&-managed TV outlets, but with all kinds of film techniques: kine-recordings, still requiring more development for quality; simultaneous filming of TV shows during performance, permitting superior quality; filmed shows produced exclusively for TV.

NBC-TV has even gone so far as to plan making films of popular TV programs and stars for actual showings in movie houses (Vol. 7:26).

"Except for news and special events, what's there on network TV that can't be shown just as well on a delayed basis?" to quote a top network executive. "And for news and special events, we can simply buy special hookups on a plug-in basis instead of contracting for monthly or yearly rentals of coaxial-microwave circuits."

AT&T may not like it -- but, then, neither did the radio networks like it at first when high-fidelity recording came along, indistinguishable from live shows, offering just as good program fare, winning official recognition of FCC when it

accepted the late Henry Bellows' suggestion (he was a radio commissioner, then a CBS v.p.) that they be given the euphemious label "electrical transcription."

Many years passed before networks would deviate from self-imposed rule not to use recordings for anything but sound effects. Now they're all up to their ears in transcriptions, as are stations -- using them regularly for time-zone or time-clearance repeats, and even for such big-name network radio shows as Bing Crosby's.

* * * *

Everett Crosby, who runs his brother's Bing Crosby Enterprises, goes along with "Ike" Levy's fast-building rival Official Films Inc. (Vol. 7:22,27) in conviction that most future TV programming will be via film--at least 75%, he says. Moreover, he told Advertising Age, TV program headquarters will eventually be Hollywood.

Crosby said he has spent $2,000,000 to back up this belief, citing firm's highly successful "Fireside Theater" series (produced for Procter & Gamble), promising new productions titled "Cry of the City," 30-min. drama; "Inside Football," with coaches as commentators; "Freedom Hour," based on documents on the Freedom Train; "Parade of Champions," greats in sport; "The Chimps," animals with human voices.

Argument that film shows have less spontaneity is dismissed as nonsense by Bing's elder brother and business partner. "They used the same argument for radio until Bing disproved it. These people are worried because comedians sometimes get good laughs out of fluffs. If a mistake adds to a show, there's no reason why it can't be left in the film."

Will Bing himself, contracted to non-TV-releasing Paramount for 2 films per year, and a major stockholder in that firm, go on TV anytime soon? Not this fall, said Everett. He's under CBS contract, but "he's not in favor of hard work."

COAST-TO-COAST TV STARTS SEPT. 30: Next World Series, Rose Bowl and other football games, certainly some top-name network shows, "go transcontinental" after Sept. 30 as result of AT&T decision to begin operating its new TV relays then. Networks have already contracted for time on the new circuits -- 2 westward, 2 eastward -- and CBS-TV is already talking about piping some or all of Jack Benny's shows eastward from Hollywood, also Burns & Allen.

Extensions westward from Omaha, present limit of network service, will permit hookup of stations in Salt Lake City, San Francisco, Los Angeles, San Diego. Seattle, only other far western city with TV outlet as yet, won't be hooked up for awhile yet, though there's now a coaxial out of Sacramento for phone service with Seattle and it can be modified for TV.

Phone company's plans for rest of year (see Television Digest map) also envisage more microwave circuits into Southwest for phone service but not yet definite for TV. Due for completion in October is new Memphis-Birmingham-Atlanta coaxial extension via Jackson, Miss. The Omaha-San Francisco links require some 70 towers, for microwave relays, whereas whole $40,000,000 New York-San Francisco project requires 107 in all, spaced about 30 miles apart -- by a curious coincidence, same number as there are TV stations now operating.

HARADEN PRATT GETS TOP GOVT. POST: Neither FCC nor any govt. agency loses autonomy, ostensibly, because of President Truman's choice of own Telecommunications Adviser in person of Haraden Pratt, top IT&T engineering executive, v.p. of American Cable & Radio Corp. and director of IT&T's Federal manufacturing and lab subsidiaries.

But fact is Mr. Pratt will act as sort of "one-man FCC" over all the govt. agencies maintaining communications facilities -- a sort of "bridge" between Govt. and private industry, so far as uses of wire and wireless are concerned.

He'll advise President how to exercise existing powers to allocate radio frequencies to govt. users, notably the military and safety of life services; also, how best to control communications during emergencies.

President Truman elected to have one man perform this function rather than set up a "Telecommunications Advisory Board" of 3 men suggested in recent report of the President's Communications Policy Board (Vol. 7:13). That 240-page document was the fruit of full year's work by 5 eminent scientists and administrators who were

asked to review whole subject in broader policy aspects. ("Telecommunications: A Program for Progress", published by Govt. Printing Office, $1.)

Report suggested ways and means of best utilizing spectrum, was welcomed by industry because it urged that all govt. "users" must justify their radio frequency demands no less than private users, and that there must be close cooperation with FCC in allocating as between govt. and non-govt. users and uses.

Report ran whole gamut of wire and wireless fields. With respect to TV's hopes for more vhf channels, it threw cold water on idea because of impact on military and safety of life services already entrenched.

Pratt is now in Geneva attending an international radio conference, is due back soon to be sworn into $15,000 job which is supported by White House contingent fund and requires no Senate confirmation. He will have offices and staff provided by National Security Resources Board. He must resign IT&T jobs. Just turned 60, he is a native of San Francisco, veteran of old Marconi Wireless Co., onetime Navy and Bureau of Standards scientist, IT&T technical executive for last 23 years.

FIRST official FCC look-see at compatible color, as demonstrated with tri-color tube by RCA (Vol. 7:29) and further developed under auspices of National Television Systems Committee (Vol. 7:30), takes place next week when Commission's top-level engineers view 4 different demonstrations by NTSC Panel 13.

This panel of 20 leading industry engineers, headed by Hazeltine's A. V. Loughren, is preparing color video standards for submission to full NTSC, after which field-testing of those standards will be conducted under Panel 16 headed by DuMont's Dr. T. T. Goldsmith. FCC technicians have also been assigned to view field tests later.

Standards panel is considering "variant forms," so NTSC can choose details regarded most advantageous. Thereafter, it can be presumed NTSC—probably RCA also, separately—will ask FCC to reopen color hearings and adopt new standards either in lieu of or in addition to already-adopted CBS field sequential.

At NTSC invitation, FCC designated its group to go to GE labs in Syracuse, Monday, Aug. 6; Hazeltine, Little Neck, N. Y., Aug. 7; RCA, Princeton, Aug. 8; Philco, Morrisville, Pa., Aug. 9. FCC representatives are Edward W. Allen, chief engineer; Curtis B. Plummer, ex-chief engineer, now chief of Broadcast Bureau; Edward W. Chapin, chief of Laboratory Div.; William C. Boese, acting chief, Technical Research Div.

Commission, meanwhile, this week authorized GE's experimental KE2XHX in Syracuse to carry color transmissions, and Philco will demonstrate via its own WPTZ on Channel 3. Live subjects presumably will be used at most of the demonstrations, though Hazeltine plans still pictures because it does not yet have camera.

Philco also is planning periodic demonstrations on non-commercial hours (9:30-10:30 a.m.) to ask WPTZ viewers to report on quality of monochrome images received—just as did RCA-NBC in recent New York colorcasts. Meanwhile, company offers adapters to its sets for those wishing to get CBS pictures in black-&-white, but itself is not planning to make any CBS-type receivers or slave units.

Upon shoulders of CBS-Columbia Inc. (formerly Air King) is falling burden of task of popularizing field-sequential receivers, very few other set makers finding it feasible as yet to spare materials from their black-&-white lines. Company is understood to be facing serious materials shortages, as are all other manufacturers, due to govt. limitations. There's considerable doubt in trade whether CBS Brooklyn plant can actually turn out promised 25,000 color TV receivers plus 50,000 black-&-white sets remainder of this year—unless NPA grants special aid, regarded unlikely in view of past actions.

CBS reports such enthusiastic response to its color demonstrations in Cincinnati, in collaboration with WKRC-TV, that they're being extended to Aug. 22. But instead of rotating receiver among local Kroger stores, WKRC-TV is placing it in local Coney Island amusement park so more people can see. Dayton's WHIO-TV, starting Aug. 8, will carry full CBS color schedule (10:30-11 a.m. & 4:30-5 p.m.) for 3 days, with receivers rotated in Kroger stores.

Next big New York promotion will be CBS colorcasts of 3 Brooklyn Dodgers games from Ebbetts Field, Aug. 11 & 25 and Sept. 8.

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Summary of NTSC standards for composite system of compatible color is featured in August issue of *Electronics*. Editor Don Fink describes approaches taken by different companies in industry effort to find best system. In same issue is article describing simple all-electronic picture generator for color TV, by Hazeltine's R. P. Burr, W. R. Stone and R. O. Noyer. Test patterns developed by generator, which can provide signals for RCA or CBS systems, are illustrated in color on magazine's cover.

Following 22 stations were authorized by FCC this week to increase powers (see story, p. 1)—all to 5-kw transmitter output unless otherwise noted: WDEL-TV, Wilmington (500 w); WTVJ, Miami; WAGA-TV, Atlanta; WBKB & WGN-TV, Chicago; WHAS-TV (4.6 kw), WAVE-TV, Louisville; KMTV, Omaha; WJZ-TV, WOR-TV & WPIX, New York; WHAM-TV, Rochester; WHEN, Syracuse; WKTV, Utica (4.3 kw); WXEL, Cleveland; WTVN, Columbus; WICU, Erie (500 w); WJAC-TV, Johnstown; WGAL-TV, Lancaster (250 w, aural only); WSM-TV, Nashville; KRLD-TV, Dallas; WSAZ-TV, Huntington. Applications pending at week's end: WBRC-TV, Birmingham; KNBH & KTSL, Los Angeles; KFMB-TV, San Diego; KRON-TV, San Francisco; WENR-TV & WNBQ, Chicago; WHBF-TV, Rock Island; WTTV, Bloomington; WFBM-TV, Indianapolis; WWJ-TV, Detroit; WKZO-TV, Kalamazoo; WNBF-TV, Binghamton; WCBS-TV & WNBT, New York; WSYR-TV, Syracuse; WCPO-TV, Cincinnati; WNBK, Cleveland; WKY-TV, Oklahoma City; WTVR, Richmond.

RCA has announced new 10-kw vhf TV transmitters, to conform with FCC's proposal for higher power stations. It's forerunner of projected 50-kw amplifier. New transmitters use air-cooled tetrode tubes in final power stages, eliminating water-cooling methods, provide peak visual power of 10 kw, aural 5 kw. Model TT-10AL is designed for channels 2-6, TT-10AH for 7-13.

IRE's fall meeting scheduled for Oct. 29-30 in King Edward Hotel, Toronto, being arranged by Sylvania's Virgil M. Graham, with color main topic.

Personal Notes: Wayne Coy, FCC chairman, vacationing until Aug. 15 at Cape May, N. J., vice chairman Paul A. Walker acting . . . Earl B. Abrams, ex-*Television Digest*, has joined editorial staff of *Broadcasting Magazine* . . . Walter W. Powell, veteran CBC station mgr., appointed commercial mgr. of CBC to succeed E. A. Weir, retiring; his asst. is W. R. Johnston . . . James M. Valentine quits as ABC-TV central div. operations supervisor to become South American TV engineering representative for Federal Telecommunications Labs, headquartering in Buenos Aires . . . Richard Hodgson, director of TV development for Paramount Pictures, president of its subsidiary Chromatic Television Laboratories Inc., named research-development consultant to Gen. Hoyt Vandenberg, chief of staff, Air Forces; he was radar advisor to Gen. Vandenberg's 9th Air Force during war . . . James S. Pollak, WJZ-TV program mgr., named ABC-TV central div. program mgr., effective Aug. 15 . . . Alex Kennedy promoted to director of program promotion, CBS-TV network; David Luhmann named promotion director, CBS-owned TV stations . . . James Sirmons promoted to mgr., CBS Radio Network operations; George Bristol director of radio sales promotion & advertising . . . Frank McGivern resigns as gen. mgr., WCFL, Chicago, to join Tom O'Neil, director of Don Lee-Yankee operations . . . Gene Dawson, Washington correspondent of *Indianapolis News*, named executive secy. to Sen. Capehart (R-Ind.), succeeding Charles Egenrod. who becomes administrative asst., taking place of Ray Donaldson, now RTMA counsel . . . Betty Forsling, ex-TV-radio editor of *Newsweek*, joins ABC-TV as asst. to Charles M. Underhill, new national program director; Joan Walker, daughter of famed newsman Stanley Walker, takes over *Newsweek* post . . . Don Blauhut, ex-H. B. Humphrey Co., named TV-radio director, Peck Adv. . . . Al DeCaprio resigns from CBS-TV production staff to join Young & Rubicam as liaison on GE's *Fred Waring Show* . . . George T. Duram, ex-Lever Bros., formerly with Dancer-Fitzgerald-Sample and Kastor ad agencies, joins C. E. Hooper Inc. as account executive . . . James D. Shouse, director of Avco and president of Crosley, elected to board of Hines-Park Foods Inc., Ithaca, N. Y., headed by Duncan Hines . . . Merritt Coleman named director of business affairs, CBS-TV Div., under v.p. I. S. Becker . . . Lawrence H. Rogers succeeds Marshall L. Rosene as general mgr., WSAZ & WSAZ-TV, Huntington, W. Va., Mr. Rosene resigning to become president of WNXT, Portsmouth, O.

Station Accounts: Cleveland's WXEL will feed its nightly 12-12:10 a.m. *Sohio Reporter*, with Warran Guthrie, sponsored by Standard Oil of Ohio, to an Ohio Valley Network—piped Mon. thru Fri. to WLWT, Cincinnati; WLWC, Columbus; WLWD, Dayton; and Tue. Thu. & Fri. to WSPD-TV, Toledo . . . American Vitamin Associates, Los Angeles (Thyavals, Orvita, etc.), sponsoring Chicago baseball on WGN-TV (Vol. 7:13) and using shows and spots elsewhere, names Schwimmer & Scott, Chicago, as agency—promotion director Walter Lewis and account executive Jerry Hill joining S&S Hollywood staff in merger with The Counselors, Hollywood agency, whose president Frank J. Miller becomes executive v.p. of S&S Hollywood branch . . . National Carbon Div., Union Carbide & Carbon Corp., returns to TV in September & October for spot campaign promoting Prestone anti-freeze, thru Wm. Esty & Co., N. Y. . . . Philadelphia Leather Goods Co. (White Star Luggage) debuts in TV with musical on WCBS-TV, New York, Tue. 9-9:30, thru Ellington & Co., N. Y. . . . Webster-Chicago Corp. (wire & tape recorders) buys newscasts on WNBQ, Chicago, Fri. 10:15-10:30, thru Fuller & Smith & Ross, Cleveland . . . Among other advertisers reported using or preparing to use TV: Wilson & Co. Inc. (Ideal dog food), thru Ewell & Thurber Associates, Chicago; Reo Motors Inc. (trucks & lawn mower), thru William Hart Adler, Chicago; Leigh Foods Inc. (frozen juices), direct; S. A. Schonbrunn & Co. Inc. (Savarin coffee), thru Lawrence C. Gumbinner Adv., N. Y. (WABD); Hotels Mayfair & Lennox, St. Louis, thru Olian Adv., St. Louis; Megs Macaroni Co. (Pennsylvania Dutch Bott Boi pot pie), thru Michenor & O'Connor, Harrisburg; Southern Cal. Fish Corp. (Blue Seal tuna & Marca Italia Tonno), thru Hixson & Jorgenson, Los Angeles.

Network Accounts: Chesterfield will present Bob Hope on NBC-TV, Sun. 7-7:30, starting in early fall, using other stars on rotating basis . . . Kellogg's purchase of participation in *All Star Revue* on NBC-TV, Sat. 8-9, completes sellout of NBC-TV *Saturday Night Revue*, 8-10:30 (Vol. 7:30) . . . Goodyear Tire & Rubber Co. will take over vacated time for as yet unnamed dramatic show when Philco in the fall sponsors *Television Playhouse* alt. weeks on NBC-TV, Sun. 9-10 . . . Florida Citrus Commission (canned fruit juices) Aug. 4 started 5-week sponsorship of *Doodles Weaver Show* on NBC-TV, Sat. 10-10:30, thru J. Walter Thompson . . . Sterling Drug Inc. starts *Mystery Theatre* Oct. 5 on ABC-TV, Fri. 8-8:30, thru Dancer-Fitzgerald-Sample, N. Y. . . . Bristol-Myers Co. will sponsor *Mr. District Attorney* on ABC-TV starting in Oct., time and date unannounced . . . Stokely-Van Camp Inc. (canned foods) has renewed time for the *Little Show* on NBC-TV, Tue. & Thu. 7:30-7:45, but will probably replace John Conte with Dinah Shore when show returns in fall . . . Schlitz will sponsor *Schlitz Playhouse of Stars* on CBS-TV, Fri. 9-10, starting Oct. 5, thru Young & Rubicam . . . Atlantic Refining Co. and Brewing Corp. of America (Carling's ale) sign for 10 Chicago Bears and 10 Cleveland Browns games on DuMont Network, which begins football season with Admiral's Aug. 17 sponsorship of All-Stars vs. Cleveland Browns game from Chicago and Sept. 9 Miller Brewing Co. sponsorship of Chicago Bears-Cleveland Browns game . . . George S. May Co. (business engineering services) sponsoring both Aug. 5 & 12 All-American and Tam O'Shanter golf tournaments on 10-city DuMont hookup, Sun., 6:30-7, placed direct . . . Old Gold takes over sponsorship of *Down You Go* on DuMont, now keyed from WGN-TV, Thu. 9-9:30, starting date and new time not yet decided.

FCC hearing on theatre-TV frequencies has been postponed from Sept. 17 to Nov. 26, deadline for filing statements from Aug. 15 to Oct. 26. Hearing promises to be lively, with new Fair TV Practices Committee (Vol. 7:25) prepared to press its charge that theatre TV is illegal. Committee Chairman Jerome W. Marks, New York attorney, in Aug. 3 letter to AT&T president Cleo F. Craig, expressed "grave concern" over "proposals to employ the time of coaxial cables for the purpose of box-office TV," thereby denying them to free commercial TV.

Army-Air Force plan to use 35% of their 1952 ad budget on TV-radio, while whole Defense Dept. recruiting service has $3,100,000 earmarked for advertising—including $735,000 for TV-radio, $525,000 national magazines, $420,000 newspapers, $84,000 films, plus about $1,000,000 on local advertising. Figures were adduced from House Appropriations Committee testimony of Maj. Gen. T. J. Hanley, chief of military personnel procurement.

City of Jacksonville's WJAX, beaten by FCC in courts in effect to get its 1948 CP for TV reinstated (Vol. 7:27), reapplied this week for Channel 12—only TV application of week, bringing total now pending to 425. [For further details see *TV Addenda 13-D herewith;* for list of all applications pending see *TV Factbook No. 13* with Addenda to date.]

NATION-WIDE study of "viewers' evaluation of TV" was voted by NARTB's TV Program Standards Committee (Vol. 7:25, 28-29) at organizational meeting in Washington July 30, as step toward compilation of TV program code. Survey will be conducted by NARTB research dept. under Dr. Kenneth H. Baker, and supplemented periodically to reflect changing opinions of viewers.

Four subcommittees were named by chairman Robert D. Swezey, WDSU-TV, each charged with making tentative drafts of sections of code for presentation to full committee in Washington Oct. 2-3. Subcommittees, their meeting places and dates:

Education & culture, responsibility toward children, acceptability of program material, decency & decorum in production: Davidson Taylor, NBC, chairman; James L. Caddigan, DuMont; Clair McCullough, WGAL-TV; Paul Raibourn, KTLA; Donald W. Thornburgh, WCAU-TV. Meets in New York Aug. 6.

News, public events, religion, community responsibility, controversial issues: Harold Hough, WBAP-TV, chairman; Leonard Reinsch, WSB-TV; Henry W. Slavick, WMCT; Mr. Swezey. Meets in New Orleans, Aug. 10.

Advertising practices: Walter J. Damm, WTMJ-TV, chairman; Harry Bannister, WWJ-TV; James D. Hanrahan, WEWS. Meets in Milwaukee, Aug. 8.

Standards observance: Mr. Raibourn, chairman; Mr. Bannister; Mr. Thornburgh. Date and place of meeting to be announced.

Parent committee agreed to serve as reviewing body—to "interpret the standards and advise participating TV broadcasters on day-to-day developments affecting such standards."

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TV-radio rules in case of war disaster were announced Aug. 1 by New York State Civil Defense Commission following conferences with committees representing 12 TV and 129 radio stations in State. To avoid confusion and panic, rules make it felony to broadcast announcements other than official ones during "yellow" alert warning of possibility of attack. Commission gave all TV-radio stations 30 days to prepare plan of action and list of individuals to be notified in case of alert. Commission chairman Col. Lawrence Wilkinson said in event of "red" or imminent attack alert, TV stations would announce alert, broadcast siren warning signal, then leave air. Radio stations would broadcast music between official announcements if security doesn't necessitate their leaving air.

Hollywood "can win substantial control of TV" if it's willing to risk the money, predicts highly critical article in August *Fortune*. With unconcealed glee over what it calls "TV's time of trouble," unsigned article maintains: "The big story about TV today is no longer one of irresistible power. It lies rather in the unexpectedly strong bargaining power of TV's competitors, heretofore given up for lost, and in the equally unexpected weaknesses of the new medium." High costs of TV time and talent will be biggest contributor to its undoing, article reasons, sounding this rallying cry to subscription TV, Hollywood and the educators: "The mastodon is in the mire. Now is the time to harness him."

British TV manufacturers—notably Scophony-Baird, Pye & Thorn Electrical Industries—have been pressing Australia to get into TV but, says correspondent of *Motion Picture Herald*, commercial men think it's 5 years away—and then only for Sydney. Govt.-owned Australian Broadcasting Corp.'s gen. mgr. Charles J. Moses thinks it can come in 2 years. It's estimated TV would mean added burden of $4,500,000 on Postoffice Dept., which has jurisdiction, for one station only one year, and would require license fee of at least £3 per set (radios now pay £1).

"Some of the bloom has worn off Bloomington," laments radio-TV columnist John Crosby, as he contemplates fact WTTV now gets network shows, via its own relay. In his July 25 syndicated column extolling manufacturer-telecaster Sarkes Tarzian, Crosby describes this "paradise": "If anyone in Bloomington wants to get on TV, he just calls the station. With no audition and very little rehearsal, he's on. Almost anyone, Bloomington has discovered, has *something* to say or do, and, even in the worst cases, it isn't any worse than some of the celebrities who show up on Ed Sullivan's shows and in many cases it's a lot more interesting." Crosby goes on, with his typical snappishness: "Tarzian, in fact, has just reversed the usual order of things. The normal, but by no means the best routine with a new TV station (in a one-station town) is to throw a switch putting on whatever of the 4 network shows the program manager happens to like. In that way you can avoid the headaches of local programming, and can almost avoid thinking at all . . ."

One-fourth of non-TV owners haven't purchased set because they can't afford it, one-fifth are waiting for color or improvements, one-eighth aren't interested. So Advertest Research, New Brunswick, N. J., reports in study based on 1,350,000 non-TV households (36.1%) out of 3,740,000 in 17 counties of New York area. Sampled homes totaled 758. Among conclusions: (1) One-third of all non-owners, or 450,000, expect to buy set within 12 months. (2) Average non-owner watches TV 1.5 days a week, equivalent to 11 minutes a day; he listens to radio 114 minutes a day. Some 30% don't view TV regularly. (3) Non-owner families are smaller than TV families; only 35% of non-TV families have children, while 55% of TV families have children. (4) Average sponsor identification by non-owners is 71% for TV, 56% for radio.

Color adapters and converter parts, kits, etc., continue to be announced by various companies. In addition to those previously reported, Colortone, New York, offers adapters and discs, no motors yet; Color-Video, Long Island City, has Philco adapters (Vol. 7:23) at $17.95 list; United States Service Co., Philadelphia, reports plans to make and install converters; JFD Mfg. Co., Brooklyn, is reported planning to manufacture adapters and converters under CBS license. Spectacular, often lurid ads, are appearing to herald color films that fit over picture tube to give illusion of color—but have nothing to do with TV systems (Vol. 7:24). These are getting quite a play despite fact colors rendered bear no relation to scenes, which are transmitted in black-and-white.

Newly formed **CBS Laboratories Div.** has been organized into 2 departments—engineering research & development under Dr. Peter C. Goldmark, v.p., and licensing & contracts under Richard C. Mahler, director. Both report to division president Adrian Murphy. Licensing & contracts dept. will negotiate licenses and contracts with manufacturers under CBS patents covering color, recording, etc., will also handle govt. and other contracts for engineering development.

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Hollywood correspondent Thomas M. Pryor, *New York Times*, reported Aug. 1 that David O. Selznick may make deal for release of some of his old pictures "if he is convinced that the market can provide sufficient financial reward". These would constitute most important group of Hollywood-made films yet made available to TV from standpoint of dramatic value and big names. Included would be *Duel in the Sun, Spellbound, The Parradine Case, Since You Went Away, Rebecca, Little Lord Fauntleroy, Portrait of Jenny*—ranging in age from 15 years for *Fauntleroy* and 3 years for *Jenny*.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
August 4, 1951

THE TV TRADE PICTURE BRIGHTENS: It's the wrong season now to expect any big upsurge in TV sales right away, even with stimulus of the relaxed credit regulations that went into effect Aug. 1. But season's traditional turning point, Labor Day, isn't far off -- and outlook is now good.

Not only the easing of Regulation W (Vol. 7:30), but telecasting station power boosts and the promise of good fall-winter programs should give market exactly the lift needed to dispose of inventory and get back on even keel.

Power boosts especially (see p. 1) are hailed with delight, for they mean stronger signals, over-riding more local interferences -- plus better pictures and widened fringe markets. It's first fillip to trade from FCC since color imbroglio.

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Manufacturers were inclined to be more restrained in their comments on how eased credits will work than they were before Congress approved relief. Some are leaving things entirely to dealers, others plan factory-directed promotions to help speed unloading of inventories so they can resume as full production as defense materials limitations now allow.

"The change in Regulation W is bound to have a beneficial effect," said one major producer, "but it isn't the cure-all. We know we're facing the competition of the high cost of living." Said another: "It has already eased the frame of mind of dealers and public." Another: "Regulation W isn't the full answer, but it will be a decided stimulant. It means a better market when the buying season opens up than if the old restrictions were still in effect."

Factories are intensely concerned with near-depression that has hit wholesale and retail levels. Dealer bankruptcies, said RTMA chairman Robert Sprague in testimony before Senate committee this week (see Topics & Trends) were up 222% first 6 months of 1951 over same 1950 period. Also --

"As of the end of June 1951, the number of employes engaged in making TV sets had declined 40% from the levels of June 1950...Total employment in the industry has been reduced by about 50,000 persons since early 1951."

Manufacturers can take up some slack (though earn less profit) in defense work -- but: "During June 1951, production of military equipment accounted for average of only 10.8% of the capacity of members of the industry. At least 50% of the dollar value of military electronic contracts represents foundry, sheet metal and precision machine work generally performed by companies outside electronics..."

* * * *

Urge to move piled-up stocks may temporarily mean over-generous allowances under new 15% down and 18 months to pay, with trade-ins applicable to down payments. But that isn't expected to last long, may just be current flurry. Rash of ads now appearing, some with fantastic offers, obviously is designed to get rid of inventory and acquire needed cash.

Wide-open loophole in new Regulation W as drafted by Federal Reserve Board is clause permitting trade-ins to be credited as all or part of the down payment. Because there's no "blue book" of trade-in values in TV-appliance field, and because -- at direction of Congress -- FRB didn't stipulate what can be traded in or how much can be allowed for it, return to the "no money down" days seems likely.

But this time the battle-cry will probably be a more dignified "no cash required." New York Better Business Bureau already has suggested ban on use of the words "no down payment" in reference to trade-in allowances, and FRB says it has no intention of issuing an immediate interpretation of its ruling -- though Board officials informally seconded BBB's warning that "no down payment" is misleading.

Under wording of Regulation W, a dealer may allow more on a traded-in item

than it's worth -- or he may accept anything in trade on new TV, radio or appliance. He could accept an old crystal set, a doorknob or lead pencil as full down payment on set sold at "list price" -- cutting his price on "down payment" end rather than cutting dollars off list price, as is done now.

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Production is still creeping forward, fourth July week's output of 50,772 TV units (only 851 private label) comparing with 44,196 preceding week (Vol. 7:30). Total for July's 4 weeks is 106,055, lowest since July 1949. Radios totaled 184,685 (69,936 private label) for week ending July 27, bringing month's total to 734,281. Week's radios were: 112,884 home receivers, 27,606 portable, 44,195 auto.

Factory TV inventories rose again -- to 761,448 from peak 754,717 the week before. Radio inventories were 384,415, up from 375,066. At beginning of June the factory TV inventory figure was 593,633, at beginning of July 723,309.

NPA LOOSENS MATERIALS STRAITJACKET: All TV-radio manufacturers stand to gain from latest revision of NPA materials control formula for consumer durable products.

Effective immediately are sweeping changes in Govt.'s method of limiting use of steel-copper-aluminum in consumer hard goods during current third quarter. While limitation percentages are unchanged -- 70% of first-half 1950 steel use, 60% of copper, 50% of aluminum (Vol. 7:25) -- keynote of Aug. 2 revision of Order M-47A is flexibility. It actually permits set makers to use more material and parts.

Principal change is one industry has long sought -- allows manufacturers to switch their metal quotas among long list of products, including practically any or all appliances, to meet changing market conditions or seasonal demands.

A manufacturer of TVs & radios who also makes other appliances -- refrigerators, air conditioners, ranges, anything -- may now use the steel, copper, aluminum formerly earmarked for TV-radio to make any product he chooses. Or he may take his appliance quotas and use them for TV & radio. He may even branch out into new fields of appliance manufacture without appealing to Govt.: e.g., TV-radio company could begin making electric toasters or other consumer durables under wording of order.

Color and uhf adapters and converters are among items mentioned in new order and steel-copper-aluminum going into these products may come out of manufacturer's quota of materials for practically any consumer durable product he made during first half of 1950. Other important changes in new order:

(1) Manufacturer who uses less metal than he's entitled to under M-47A may step up correspondingly his purchases of ready-made parts and sub-assemblies -- and vice versa.

(2) Manufacturer may disregard metal content of any parts he buys or makes which are CMP "Class B" products -- if he so chooses. In TV-radio, this means practically all parts and components. If he does this, he must subtract this metal from base period use as well as third quarter use under M-47A. This provision could result in availability of more parts to TV-radio manufacturers, since it removes the metal in parts from scope of order's percentage limitations.

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New order applies to third quarter only. It's now virtually certain that consumer durables will come under Controlled Materials Plan in fourth quarter. But whether they do or not, best information indicates that their share of materials will be: steel, 65% of base period use (cut from 70%); copper, 55% or slightly less (cut from 60%); aluminum, slightly less than present 50%.

CBS-Columbia Inc., new CBS subsidiary formed from old Air King Products Co. Inc., in open letter to TV distributors and dealers published as trade ad Aug. 1, makes big pitch for franchisers—promising "CBS-Columbia is destined to be America's leading line in television . . . a great *new* name!" Consumer campaign breaks early in September in *Life, Saturday Evening Post, This Week* and other magazines, supplemented by local TV, radio and newspaper advertising of both black-&-white and color TV sets (Vol. 7:29). Officers of CBS-Columbia Inc. were named this week as follows: David H. Cogan, president; Bruce A. Coffin, executive v.p.; J. A. Stobbe, operations v.p.; L. M. Kay, engineering v.p.; M. A. Gardner, v.p. in charge of purchases; Allan Strauss, exports v.p.; John Ward, controller, asst. secy. & asst. treas.; Sam Dean, treas. & secy. Board members are Bruce Coffin, chairman; Mr. Cogan, Lloyd H. Coffin, Adrian Murphy, Frank Stanton, Sam Dean, Ralph Colin.

Topics & Trends of TV Trade: Emerson's bold move to "guarantee" its current sets against any obsolescence by color drew news headlines this week—but it's still too early to determine how public is taking to it. All sets in Emerson's 9-model "1952" line are being sold with stipulation that at any time within 2 years of sale they may be returned to dealer and "total purchase price returned as full or partial payment on any color receiver, regardless of make." Emerson will reimburse dealers for any sets returned.

Color refund plan was first announced July 30 in conjunction with John Wanamaker store in New York and Philadelphia's Stern & Co. chain, but was extended Aug. 1 to all Emerson dealers. President Ben Abrams reported offer has attracted much "favorable attention" and increased store traffic at Wanamaker's and Stern's.

Offer was designed "to give the business a shot in the arm," according to Mr. Abrams, who maintains "color talk has hurt TV sales more than any other factor, including Regulation W." He reaffirmed Emerson's stand against production of non-compatible color sets, but guessed other manufacturers might turn out as many as 1,000,000 color sets in next 2 years.

Trade-in plan is scheduled to run for limited time only —possibly 3 months. Mr. Abrams said at July 31 press conference that company may have to stand loss of more than $1,000,000 because of trade-ins, but "we are persuaded [that] the ultimate results will fully warrant the goodwill and business-building investment." Operating at a production rate slashed in half by "defense demands," Mr. Abrams estimated Emerson will produce 125,000 sets rest of this year.

Emerson's offer caught the imagination of *Wall Street Journal*, which gave it big play as "$20,000,000 gamble." The *Journal* didn't explain its arithmetic.

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Chances are excellent that Senate will follow House's lead in scrapping Administration's request to hike TV-radio excise taxes from 10% to 25% (Vol. 7:6 et seq), in opinion of industry and trade leaders. RTMA chairman Robert C. Sprague and NARDA president Mort Farr were optimistic after testifying before Senate Finance Committee this week. Both made point of TV industry's present depression, recent upsurge in dealer bankruptcies.

Sprague asked Senators to consider removing present 10% tax instead of increasing it, pointed to surveys indicating remaining market for TV consists of families earning less than $5,000, submitted analysis by Boni, Watkins, Mounteer & Co., showing "higher excise tax would unquestionably depress and aggravate sales even further."

For broadcasters, NARTB govt. relations director Ralph W. Hardy told Senators public relies on TV-radio as major source of news and general information; therefore, receivers shouldn't be taxed any more than newspapers. Bendix Radio's Leo G. Horney appeared before Committee to urge removal of excise taxes from industrial and communications electronic equipment. Hearings completed, Committee plans to report bill out by Aug. 25.

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Canadian RTMA reports 20,070 TVs sold for $11,007,218 during first 6 months of 1951, inventories totaling 11,451 units as of June 30. Windsor area (Detroit) took 41% of 6 months sales, Toronto-Hamilton 35%. June sales were lowest yet, with only 493 units sold for $254,239, compared with 1116 in May (Vol. 7:27). Table models under $400 list totaled 139, over $400 totaled 236. Consoles under $500 totaled 8, over $500 totaled 100. TV-phonos numbered only 10. Toronto-Hamilton area took 38% of June sales, Niagara Peninsula 27%. Windsor area (Detroit), which usually leads others, dropped to 22% of sales.

More liberal price ceilings on TV-radio sets and electronic parts and equipment are inevitable as result of new controls bill signed July 31 by President Truman. To avoid "profit-control" squeeze, Congress specified manufacturers may include in their costs such expenses as increased advertising expenditures, sales costs and general administrative expenses. Under old law, (Vol. 7:9, 14, 17-18, 21-22), increased labor and material costs were only major items which could be taken into consideration. OPS is studying law and will issue new regulation soon incorporating new provisions voted by Congress.

OPS July 31 revoked General Overriding Regulation 13 and put back into effect the major manufacturing orders which had been held in suspension for a month. These include GPR 22 (which regulates, among other things, home TV-radios and their parts) and GPR 30 (including other electronic equipment and parts). Deadline for filing the various forms and reports required by the orders has been extended to Aug. 13. Most producers who have already filed under the 2 orders will be entitled to adjustments of their ceilings under forthcoming new OPS regulations.

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Westinghouse's new line consists of 16 TVs, 10 radios, being shown to eastern distributors in New York Aug. 6, in Chicago Aug. 13, Los Angeles Aug. 20. Prices are generally lower than previous models, of which 8 holdovers are still in stock. Line begins with 16-in. black plastic table at $199.95, plus four 17-in. tables: black plastic $229.95, mahogany plastic $239.95, mahogany veneer $259.95, oak $269.95. Mahogany table with 20-in. is $349.95. Consoles are five 17-in. models: mahogany wood open-face at $299.95 & $329.95, oak $349.95, French Provincial full doors & same in fruitwood $399.95. Two 20-in. consoles with full doors are $449.95 & $469.95. Two combinations with AM-FM-phono are mahogany full-door at $499.95, oak $525. Top of line is 24-in. TV-only with paneled half-doors at $675. Radios range from $25 to $230, include company's first clock radio at $37 and 2 AM-FM tables at $60 & $63. Big ad campaign, tying in with Westinghouse football sponsorships (Vol. 7:30), is planned.

Stewart-Warner showed 10 TV sets, mostly in present line, and 17 new radios (8 AM table, one AM-FM table, 4 clock models), priced from $20 to $290, to annual sales convention in Chicago Aug. 3. New TV set was 17-in. consolette at $299.95 with unique white frame for picture that is as wide as set itself. Sales mgr. Edward L. Taylor said company was "ready for uhf" with turret tuner already built into all but about 5000 of its earliest models, "ready for color" with plug-in for CBS color and "a CBS color adapter if you want it."

New Hoffman line unveiled at this week's distributor convention is said to be all-new models, with new price list. Line starts with 14-in. oak table at $199.95, 17-in. mahogany table at $299.95. Consoles are 19-in. at $369.95, 20-in. at $465, and three 17-in. at $299.95, $339.95 & $395. Combinations are 20-in. in maple or mahogany at $595 and 17-in. at $495. New 24-in. console to list for $595 will first be offered on West Coast only.

Pocket-sized conservation handbook has been mailed by RCA to all TV service organizations. Illustrated 34-page booklet contains detailed suggestions on saving of installation and maintenance materials resulting from tests conducted by RCA Service Co. Possibly most useful feature is extensive list of alternate parts and tubes which can be substituted when exact replacements aren't available.

No new models before Sept. 1, is report from RCA; in fact, "no new line—simply adding some models." Company guaranteed present line to Aug. 1, which some distributors extended on own to Sept. 1. Field salesmen meet in Camden Aug. 13.

Trade Miscellany: More plant layoffs (Vol. 7:30): GE electronics dept. at Syracuse takes 500 workers off TV production lines this week, blaming govt. restrictions on materials; placing most of them on other work . . . Sylvania reports it's spending $14,000,000 this year on new plant and equipment, including $1,250,000 for metallurgical lab at Bayside, N. Y., largely for work with Atomic Energy Commission . . . Paul H. Wendel's Television Technical Lecture Bureau, Indianapolis, forms Lecture Bureau Publishing Co. Inc. to publish *National TV Tuner*, trade paper for servicemen, first issue due Oct. 15. Paul V. Forte, ex-TV Contractors Assn., Philadelphia, is editor . . . "Webcor" will be used as trade name on all consumer products of Webster-Chicago Corp.; it's already label on its magnetic tape recorder, will be put on wire recorders, phonographs, record changers, amplifiers, etc. . . . Superior Tube Co., Norristown, Pa., acquires 15,000 sq. ft. factory in Wapakoneta, O., where in December it plans to produce seamless nickel cathodes . . . RCA has tied up with Allied Laboratories Inc. (pharmaceuticals & biologicals) for closed-circuit telecasts of American Veterinary Medical Assn. surgical demonstrations during Milwaukee convention, Aug. 21-22 . . . DuMont sues Tel-O-Tube in Newark Federal court, charging patent infringements . . . Delco Radio Div., General Motors, buys Reliance Mfg. Co. plant in Kokomo to add 150,000 sq. ft. for expansion for defense work and later more auto radios.

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Official report on TV-radio and appliances at last month's Western Merchandise Mart, San Francisco, is almost carbon copy of reports on recent Chicago marts, notably Music Trade Show (Vol. 7:29). Writes market analyst Marion West:

"Price was definitely the objective of appliance and TV dealers . . . Those distributors who did not offer some sort of 'deal' [got] little attention . . . hit by 'closed purse' policy of retailers, mainly because this is where retail inventories are still the biggest.

"Contrary to past Markets where branded merchandise was most important, firms with off-brand goods were attracting customers if prices were right. Regulation W [was] taking much of the blame for the present slump in retail sales. [But] most dealers were fairly optimistic about business this fall, and both salesmen and buyers expect October to usher in increased activity."

Hoffman Radio's Leslie Hoffman, in speech, said radio for 20 years before TV did one-third of its business first 6 months, two-thirds second 6 months, and forecast that "the fall of 1951 will follow the historical pattern, and inventories will be fully absorbed by Oct. 15."

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Merchandising Notes: Washington Electric Institute figures may be indicative of national trend, showing 2710 TVs sold by distributors to capital area retailers in June vs. 2974 same month last year. Total for 6 months was 23,616 vs. 31,358. On other hand, radios ran ahead, cumulatively: 21,086 straight and 2933 combination models sold first 6 months vs. 18,003 & 1794 same period last year . . . By reason of heavy promotions, 3 of the 11 New York City dept. stores surveyed by *Herald Tribune* reported July gains of 14, 32 & 65% in dollar volume of TV-radio set sales over same month last year; but 8 stores showed these percentage declines: 6, 28, 42, 43, 50, 57, 75 & 75 . . . Most exciting junket of them all seems to be that of GE Supply Corp., Newark, for 70 area dealers—10-day all-expense flying trip to Paris on chartered Stratocruiser as reward for TV sales results . . . Meck extends TV price guarantees to Nov. 15, superseding previous Sept. 15 limit.

Trade Personals: RCA chairman David Sarnoff returns from Europe Aug. 12 on *Queen Elizabeth;* president Frank Folsom back Aug. 2 from Bohemian Grove, Cal. . . . B. Bion Howard named acting director of OPS Consumer Durable Goods Div., succeeding Harold B. Wess, resigned . . . Walter G. Whitman, MIT chemical engineering dept. head, named chairman, Defense Dept. Research & Development Board, succeeding William Webster; Lawrence W. Bass, ex-Sears Roebuck v.p., head of MIT's Sloan School for Industrial Management, appointed chairman of board's committee on equipment & materials . . . Harold Coddington, gen. mgr., TV-radio div., Sparks-Withington Co., elected v.p.; B. G. Hickman, asst. sales mgr., promoted to gen. sales mgr., replacing Henry L. Pierce, resigned . . . Ray F. Sparrow, sales v.p., P. R. Mallory & Co., elected exec. v.p., succeeded by Harold C. Buell . . . Albert Kahn, president, Electro-Voice, named chairman of RTMA's newly revived amateur radio section . . . Fred A. Mann, ex-Trans-Vue and Aireon, named sales mgr., Jackson Industries, succeeding Henry Goldsmith, who joins Pathe as sales mgr. . . . Robert E. Giannini, from Schenectady tube headquarters, appointed district representative for GE tube div. in Los Angeles, under Gordon E. Burns, field mgr. of replacement tubes . . . D. W. (Winnie) May, ex-Philco and GE distributor, named Hoffman Radio regional mgr. in New York City and northern New Jersey, with offices at 30 Church St., N. Y. . . . Elwood Reeves, ex-Motorola Div., Kieruff & Co., named Los Angeles district sales mgr., Magnavox, succeeding M. D. Schuster, now Hoffman sales.

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TV picture tube sales to manufacturers first 6 months of 1951 were considerably under period's receiver output of 3,334,505 units. Tubes totaled only 2,552,757, or 20% fewer than the 3,171,660 in same period last year. RTMA states 86% of all the tubes were rectangular, 92% were 16-in. and larger. First 6-month sales to manufacturers were valued at $66,546,932. June sales totaled 221,759 valued at $4,664,744.

Huge drop in excise tax collections on TVs, radios & phonos in June, reported by Bureau of Internal Revenue, illustrates how dollar value of manufacturers' output has declined during trade slump. Bureau collected $9,754,385 for June—$7,572,700 less than May (Vol. 7:26) and $13,636,000 below high of $23,390,352 collected in March (Vol. 7:18).

Sales of TV-radio and appliance wholesalers dipped 10% from May to June, but inventories also dropped 3%, Census Bureau reports in its *Monthly Wholesale Trade Report.* June's wholesale sales were 17% below June 1950, but sales for first 6 months of 1951 were 16% ahead of same period last year. Inventories were 63% higher than June 1950. Stock-to-sales ratio at end of June was 240 vs. 227 in May, 115 in June 1950.

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Philadelphia's Better Business Bureau has printed 200,000 copies of instruction book titled *What Can You Rightfully Expect from Your TV Set and Your Dealer?* designed to help consumer purchasing, financing, servicing, etc. Major local distributors-dealers cooperated in preparation of booklet, which advises on set buying and tells existing set owners: "There is nothing about a TV set that a good servicing organization cannot fix if the parts required are available."

IRE West Coast Section holds its 1951 convention Aug. 22-24, coincidently with annual Pacific Electronic Exhibit in San Francisco's Civic Center.

Arthur L. Brown, 65, president of Dominion Sound Equipments Ltd., sales v.p. of Northern Electric Co., thrice president of Canadian RMA, died July 30 in Montreal.

Financial & Trade Notes: Raytheon reports net profit of $2,179,063, or $1.12 a share on 1,736,753 shares of common outstanding, on sales of $89,662,122 for fiscal year ended May 31, 1951. Profit was after estimated Federal taxes of $3,850,000. Net profit compares with $935,000 (49¢ on 1,447,294 shares) on sales of $59,533,000 for preceding fiscal year when taxes were approximately $675,000. Raytheon's current backlog of govt. orders was reported as $140,000,000.

Stromberg-Carlson Co. reports net earnings of $169,444 (31¢ a share) on sales of $13,926,511 for first 6 months of 1951, which compares to loss of $72,903 (equivalent to 43¢ a share) on $13,273,725 sales in same 1950 period. President Tait reported July 31 that telephone, sound equipment & broadcasting divisions substantially increased earnings to offset to considerable extent cost of TV-radio Div. shutdown most of second quarter. Outlook for second half is "excellent" for those divisions, he said, and TV-radio in second half "should certainly show greatly improved operation as compared to the first."

Motorola's net income for first 6 months of 1951 was $3,756,863 ($4.27 per share) on sales of $73,449,844—and president Paul Galvin, in letter to stockholders Aug. 2, promised "a satisfactory profit for the year 1951." Profit for same period last year was $5,197,517 ($5.91) on sales of $70,564,388. Profit before taxes was $9,017,937 vs. $8,496,378 same period last year. Govt. materials controls, said Mr. Galvin, will lessen volume of TV and car radio sales rest of year, but radio and communications sales will remain at same high level as second half 1950.

Tung-Sol Lamp Works, Inc., reports $17,681,953 sales, $1,305,114 net profit after taxes ($2.71 on 475,411 common shares) for 26 weeks ended June 30. This compares with $12,834,508 sales, $1,244,824 profit ($3.60 on 326,245 shares) for comparable 1950 period. Provision for taxes was $2,549,587, as against $1,311,807 for 1950 periods. Company reports it's building $3,100,000 plant of about 100,000 sq. ft. at Washington, N. J., for making subminiature tubes. Change of corporate name to Tung-Sol Electric Inc. becomes effective Oct. 1, 1951.

Muter Co. reports sales of $7,879,678 for 6 months ended June 30, net profit before taxes of $1,036,154, profit after taxes $459,093 (70¢ per share). This compares with $6,272,647 sales, $857,642 profit before taxes, $525,883 (80¢) profit after taxes in same 1950 period. Stock split of 2-for-1 in May 1950 and 1-for-10 in December 1950 left 651,200 shares outstanding.

Blaw-Knox sales first 6 months of 1951 were $47,071,747, up from $26,450,933 same 1950 period. Net profit after $1,739,000 taxes was $1,510,406 ($1.07) vs. $1,301,530 (92¢) after $948,000 taxes in same 1950 period. Second quarter sales were $26,631,014, net profit after taxes $967,131 (69¢) vs. $15,193,873 sales and $1,024,872 (72¢) profit after taxes in same 1950 quarter.

DuMont sales of $25,612,000 for first 24 weeks of 1951, ended June 17, represented slight decline from $26,786,000 for same 1950 period—reflection of reduced demand for TV receivers and tubes—but profit after taxes fell to $109,000 (2¢ a share), from $2,797,000 ($1.16).

Scott Radio, controlled by Meck, showed net profit of $167,811 (40¢ per share) on net sales of $2,775,795 for fiscal year ended May 31—first profit in 4 years. Sales were up from $604,900 preceding year, when loss was $176,285. Earned surplus still stands at deficit of $164,016.

National Union Radio Corp. reports net profit of $414,719 on sales of $7,419,705 during first 6 months of 1951 vs. $317,158 on sales of $5,600,874 for same 1950 period.

TV industry was one of 6 earning less during first half of 1951 than first half 1950 in compilation of semi-annual reports by New York *Journal of Commerce* (Aug. 1). Tabulation of profits of 196 firms in 26 categories shows average profit increase of 25% from 1950 to 1951, but 4 TV firms listed dropped 23% during that period. The unnamed TV manufacturers totaled $32,636,551 profit during first 6 months of 1950, dipped to $25,229,890 for comparable 1951 period. Only floor-coverings firms exceeded TV in amount of decrease during year. Air transport led listing with 740% increase in profit in year.

Westinghouse sales first half 1951 totaled $590,562,000, net income $31,564,000 ($1.98 a share on 15,458,481 shares) vs. $461,731,000 sales and $27,207,000 profit ($1.86 on 14,109,949 shares) same period 1950. Federal taxes for 1951 period were $44,964,000, for 1950 period $18,331,000.

Stewart-Warner sales were $51,410,156 first 6 months of 1951, up 53% over $33,649,039 same period of 1950. Net profit was $2,209,253 ($1.71 a share) after taxes of $4,450,174, which compares with $1,750,979 ($1.36) after taxes of $1,545,758 last year's period.

Arvin Industries reports earnings after taxes of $889,609 ($1 a share) for quarter ended July 1 vs. $936,357 ($1.05) same quarter 1950.

Mobilization Notes: Despite July 31 deadline, NPA Electronics Div. has received a scant 100 applications from electronics manufacturers for fourth quarter allotments of steel, copper and aluminum. With manufacturers of home TV-radios-phonos required to file for first time, NPA expects more than 800 applications this time, compared to third quarter's 700.

In contrast to slow traffic in CMP applications, NPA was deluged this week with appeals from TV-radio manufacturers for adjustments in base period use of steel-copper-aluminum under M-47A. Number of requests was greater than any previous week. This relief was requested with an eye to fourth quarter—since consumer durables manufacturers, in filling out CMP forms, aren't allowed to request more material for next quarter than they're permitted to use this quarter.

Unfortunately, CMP is a mess—so far. A CMP allotment, far from being a "certified check," is still a fishing license—because far too much metal was allotted this quarter. Allotments will be drastically cut next quarter, in the hope that they'll balance with supply.

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Defense Materials Procurement Agency, charged with "procuring and increasing the supply of critical and strategic materials at home and abroad," was set up Aug. 1 by President Truman in response to Congressional criticism of materials situation. New defense agency will be headed by Jess Larson, resigning as chief of General Services Administration, who will be responsible to Defense Mobilizer Charles E. Wilson.

NPA relaxed cadmium order M-19 (Vol. 6:50, 52) July 30 because expected shortage never developed; in fact, there's surplus of the metal in producers' warehouses. NPA ruled early this year that TV chassis may be plated with corrosion-resistant cadmium, but most radios can't (Vol. 7:11, 13, 20). Amended order continues same restrictions regarding radio. Principal relaxations in order involve non-electronic uses of cadmium. Thirty-day inventory restriction was amended to permit accumulations of greater amounts when necessary.

Britain has called off construction of 5 low-power TV stations due to defense program, but will complete 3 high-power outlets now under construction. BBC has only 2 stations now operating—in London and Birmingham.

Telecasting Notes: Radio buildup plans of CBS (Vol. 7:30) include promotion budget of $8,000,000, of which some $7,000,000 will be spent on network and local radio and $1,000,000 on newspapers-magazines, biggest media investment ever made for such purpose, according to administrative v.p. Louis Hausman of newly-formed CBS Radio Network Div. . . . Chicago Tribune's WGN-TV & WGN name George P. Hollingbery Co. as national rep. . . . WNAC-TV, Boston, names H-R Representatives as national rep., quitting Petry . . . New Orleans' WSMB switches from NBC to ABC Oct. 4 under shift whereby WDSU (which is AM sister of WDSU-TV) switches to NBC (Vol. 7:24) . . . ABC-TV leases another playhouse—Little Theatre, 238 W. 44th St., N. Y., seating 600, with 50-ft. stage . . . Radio Daily out Aug. 2 with 130-page *Shows* edition, packed with ads and listings of TV and radio program availabilities—good program buying guide for agencies and sponsors . . . Canadian Broadcasting Corp., which gets $2.50 fee per radio, has recommended $10 license fee for TV receivers, but majority of Dominion Cabinet is said to favor $7.50; Parliament is expected to establish fee next fall . . . Weekly "dog college" on WTMJ, Milwaukee, is clinic on obedience conducted with cooperation of Wisconsin Humane Society; after summer series, children will be invited to actual "dog audition" to display results of teaching, with trophy awards . . . To use its funds frozen by French Govt., Procter & Gamble is reported planning to back production of 65 fifteen-minute TV films in Paris, costing $2500 each, to be filmed by Peter O'Crotty Productions and to be sponsored in U. S. . . . Spread of remotes is illustrated by NBC's July 29 telecast of "Pilgrimage to Plymouth" from Plymouth Rock; mobile unit with 3 cameras televised ceremonies through elaborate setup involving 2 microwave relay stations, relaying picture to WBZ-TV, Boston, 45 miles away . . . Defense Dept. TV-radio crew this week began making films and tape recordings in Europe illustrating progress of rearmament and retraining program; after completion end of this month, the films and recordings will be made available to TV-radio stations and networks . . . WJIM-TV, Lansing, Mich., planning new $250,000 studio-office building, breaking ground in 60-90 days; also will install new transmitter.

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ABC-United Paramount Theatres merger (Vol. 7:21-24, 26-30) faces opposition from several objectors: Partmar Corp., Paramount Hollywood Theatre Corp. & Cabart Theatres Corp., all Los Angeles, joining with St. Louis Amusement Corp. & Eden Theatres Corp., both St. Louis and connected with Fanchon & Marco exhibitor interests, petitioned FCC this week to intervene, alleging past history of UPT indicates "greatest danger to the public interest." AM station rep Wythe Walker circularized stations urging them to fight merger. Gordon P. Brown, owner of WSAY, Rochester, wired FCC Chairman Coy to deny any application "which would further the monopolization of the radio, television, theatre and motion picture industries." On another front, Zenith counsel asked FCC to declare proposed shift of UPT's WBKB, Chicago, from Channel 4 to Channel 2 under pending allocation, will not jeopardize Zenith's experimental use of that channel for Phonevision or prejudice Zenith's commercial application for the channel. Under ABC-UPT deal, WBKB is to be sold to CBS for $6,000,000, merged firms retaining WENR-TV on Channel 7 (whose call would be changed to WBKB, while CBS would use call WBBM-TV).

California National Theatres chain plans 71-theatre TV network, to cost $3,500,000, seating capacity more than 110,000, using CBS-20th Century-Fox-Eidophor color projection system, scheduled to open next spring.

Next FCC vacancy, it's generally assumed, is earmarked for Robert T. Bartley, Speaker Sam Rayburn's nephew and assistant, onetime Yankee Network and NAB official—but it's learned that quiet efforts are being made to get post for Eugene H. Merrill, 44, onetime chief engineer of Utah Power Commission, telephone & telegraph expert with old War Production Board, chief of reorganization of German communications under Gen. Lucius Clay, 1945-50. He's presently director of DPA materials div. Story first broke in *Variety*, which said he has been "offered" Comr. Hennock's post as and when she gets Federal judgeship, but Mr. Merrill says he knows of no "offer." It's possible deal is in making whereby Senator McCarran (D-Nev.) will release Hennock appointment, now bottled up in his Judiciary Committee, in return for getting a westerner on FCC.

Comr. Frieda Hennock's Federal judgeship (Vol. 7:24-26) still hangs fire, though nearly 2 months have elapsed since President Truman appointed her to New York district bench. Senate Judiciary Committee hasn't yet scheduled hearing requested by American Bar Assn., but New York County Lawyers Assn. added its opposition this week to that of Assn. of Bar of the City of New York —also charging she "lacks the qualifications." General opinion still is that she will eventually be confirmed; meanwhile, she apparently has declared moratorium on long series of public speeches she had been making to promote her plan for TV channel reservations for educational institutions.

New NPA construction controls, announced this week, are more liberal in permitting small construction and alterations without application to Govt., but it appears probable many larger TV-radio station construction projects will have to be deferred until next year. New regulations (Order M-4A & CMP Reg. 6) permit builders to assign themselves priorities in fourth quarter to obtain materials for projects requiring not more than 2 tons of steel, 200 pounds of copper. For projects using more than these amounts—or any quantity of aluminum—NPA authorization will be required. Structural steel situation being extremely critical now, NPA says it will defer, at least until first of the year, all large projects except those most vitally needed by nation or community.

Landmark in history of televised sports is sale to NBC Aug. 2 of 3-year TV-radio rights to annual Rose Bowl football game for $1,510,000—expected to bring in more money than gate. NBC will pay $400,000 for 1952 game, $500,000 for 1953 game, $610,000 for 1954. Gate receipts for 1951 game totaled $381,000, including concessions. Added to this was $110,000 paid by CBS for TV-radio rights. CBS submitted bid of $840,000 for new 3-year contract and KTTV, Los Angeles, was second highest bidder at $1,000,000. ABC-United Paramount Theatres withdrew from bidding when Tournament of Roses announced it wouldn't permit theatre telecasting of games. All bids are contingent on completion of transcontinental TV facilities, scheduled Sept. 30 (see p. 3).

Team performance, not TV, continues to be most important factor in sports gate receipts, according to C. L. Jordan, N. W. Ayer v.p. In recent talk to Atlantic Refining Co. sportcasters, using data compiled by son Jerry (Vol. 6:19, 23, 33, 47), he reported that by July 4 top 8 teams in both baseball leagues had achieved 4% increase over last year. Bottom 8, he said, lost 20%—for over-all loss of 8%.

More Aug. 1 sets-in-use reported since NBC Research's "census" of July 1 (Vol. 7:29): Washington 278,100, up 8100; Miami 78,200, up 3200; Utica 47,000, up 1800; Ft. Worth-Dallas 125,720, up 1720; Greensboro 71,721, up 921.

MARTIN CODEL'S

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WITH AM FM REPORTS

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MEXICO PUSHING NEW TV STATIONS: You can expect Mexico to go forward with TV station construction faster than we "unfreeze" -- with border stations prominent. Aside from the one in Matamoros, opposite Brownsville, Tex., promised in September (Vol. 7:31), there are informal reports one or 2 will soon be constructed in Tiajuana, near San Diego, and one in Mexicali, opposite Calexico, Cal., in the Imperial Valley.

Mexico's director-general of telecommunications, Miguel Pereyra, while in Washington this week to consult with State Dept. and FCC for agreements on stations 250 mi. on either side of border, said "20 or 22 grants" have already been made to Mexican enterprisers for stations to be built within a year.

He would mention only a few in the works, however -- notably wide-coverage transmitters planned atop mountains near Mexico City by Romulo O'Farrill, already operating a station in Mexico City and builder of the one in Matamoros; and by radio tycoon Emilio Azcarraga, operating Mexico City's other TV. Also, XEW chief engineer Guillermo Gonzales Camarena plans one there to use his "sequency" system of color (Vol. 5:52), apparently same as CBS system.

Another station is on tap for Monterrey and one for Guanajuato, latter in geographical center of Mexico, 170 mi. from capital. They may be ready "very soon." List of applications and grants hasn't been officially released, said Senor Pereyra.

BUSINESS OF TELECASTING—DOLLAR SIGNS: You can count on one hand the telecasting stations that haven't at least pulled out of the operating red by now.

Many may not yet be showing much net profit, due to depreciation charges on big investment and the amortization of heavy early losses -- to say nothing of their very unfavorable excess profits base.

But simple fact is that the business of telecasting, even now during summer doldrums, is booming. And it's going to enjoy a huge fall-winter business, with time sellouts on books for some networks and many stations.

This year's gross time sales of the 4 networks and 107 TV stations will far more than double the industry's aggregate revenues of $105,800,000 of 1950, which compared with $34,300,000 in 1949 (see Vol. 7:13 for official FCC figures).

Indeed, we'll go out on limb once again -- pretty strong limb, we hope, as was our calculation of $100,000,000 for 1950 (Vol. 6:52) — and forecast that TV time sales for 1951 will equal or exceed $250,000,000!

It's impossible to forecast profits -- FCC will report these in spring of 1952 -- but it's reasonable to assume huge upsurge in time sales mean that the 1950 deficit of $7,900,000 and 1949's deficit of $23,300,000 are things of the past.

During 1950, according to official FCC report (No. 51-308), 54 stations enjoyed operating profits, mostly $100,000 or less each -- a few showing $400,000 or more. Networks and their 14 stations accounted for $55,000,000 sales, 93 reporting stations for $50,800,000. Telecasting as whole had operating loss of $7,900,000 largely because nets lost $10,500,000 while their stations showed $1,500,000 profit.

Only ABC and CBS, listed on New York Stock Exchange, release P&L statements

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-- otherwise, neither networks nor stations make public their gross business and net profits. Even ABC-CBS do not break down figures as between TV-radio. Nor does FCC release anything but annual aggregate figures well after end of year.

But it's possible, on basis of monthly network sales figures, which are officially released, plus experiences of stations reported privately and informally to us, to draw some reasonable conclusions about the course of this year's business.

* * * *

Network time sales were $55,098,126 first half of this year, according to Publishers Information Bureau -- NBC $26,739,532, CBS $17,069,328, ABC $8,228,700 (Vol. 7:29). Unreporting DuMont's sales are known to be $3,060,566. These sums are exclusive of the time sales of their own stations, now numbering: ABC & NBC 5 each, DuMont 3, CBS 2 plus 45% of a third.

Best income months for networks and stations are fall-winter, and nearly all have rate increases in effect or about to go into effect. So, if networks did about $55,000,000 first half of 1951, it's fair to assume they'll do a lot better during second half. Let's guesstimate combined network sales for year at $125,000,000.

Old rule-of-thumb in radio was that national-regional spot plus local about equalled network sales -- but in recent years ratio has been nearer 70% spot-local, 30% network. In TV, it probably isn't that yet -- but it's good guess that the 107 stations in the aggregate are grossing more from spot-local than the networks are from national. Quite a few stations are exceeding $1,000,000 billings rate, some much higher -- one sold $4,000,000 worth of time last year alone (Vol. 7:13).

Spot-and-local, in fact, have been going like the proverbial house afire -- Rorabaugh Reports at the end of May listing 4227 local-retail advertisers plus 1093 national-regional spot advertisers on 99 reporting stations, up from 3883 & 894, respectively, at end of 1950. There were 158 network users at end of May.

Therefore, merely doubling the network sales figure to account for gross time sales by the telecasters as a whole would seem quite conservative.

Figure for all would thus come to $250,000,000. Our opinion is it will be higher in the final reckoning from FCC. Meanwhile, we can go only by monthly network "gauges", as reported by PIB and published regularly in these pages.

* * * *

A quarter-billion dollar "take" by mere 107 stations in 63 markets, plus 4 networks that so far extend to only 48 of those markets -- and then only part time due to paucity of circuits! What will the figure be when there are more stations and wider networks? Your guess is as good as ours.

But it's noteworthy that the 6-year-old TV child is fast approaching the comfortable estate of its radio parents, whose 30 years have spawned some 2250 AM and 650 FM radio stations. These and the 4 radio networks grossed $447,700,000 last year, an all-time high, according to FCC audit (Vol. 7:16).

COMPLEXES IN COAST-TO-COAST HOOKUPS: Only one TV circuit westward as of Sept. 30, one eastward about month later -- that's all AT&T promises for transcontinental network service in immediate future. The 4 networks will have to divvy the facilities.

We erred last week (Vol. 7:31) in reporting 2 TV microwave circuits westward, 2 eastward -- though it's fact there are additional telephone channels in each direction. It's also fact that AT&T contemplates more circuits, both phone and TV, for it has just filed 71 applications with FCC for that many additional transmitters on its Chicago-San Francisco relay towers, proposing to spend $3,000,000.

All sorts of stories are going rounds since prospect of transcontinental baseball, football and Hollywood shows opened up with definite time fixed for coast-to-coast hookups. AT&T says there's as yet no big-name time-and-talent show planned on all 4 networks to inaugurate transcontinental service, such as it sponsored when first hookup from East to Midwest was opened up in January 1949. But it indicated occasion will probably be made gala one, with possibly big sponsored show.

Between Omaha and San Francisco, only Salt Lake City (2 stations) can tap into transcontinental for network service, but there's story from Denver (no outlet)

that theatre interests there now propose to do likewise -- simply projecting TV shows taken off the relays onto local screens. And trade headlines now proclaim that "international" and "world-wide" TV hookups are in offing, making good copy out of Hollywood interviews with NBC's Pat Weaver. Best "international" TV prospect in near future is projected linking of Canada's Montreal-Toronto hookup (stations not yet built) into U.S. networks via Buffalo (Vol. 7:30). Nearest to "world-wide" service in foreseeable offing is shipping of kine-recordings of big TV shows to U.S. troops.

Newly completed Omaha-San Francisco microwave setup comprises 55 relay stations, Chicago-Omaha 18, New York-Chicago 34 -- 107 in all. No time commitments have been made to networks yet, though it's taken for granted they will divide by agreement as they do on other limited-circuit routes.

Note: Coaxial-microwave intercity TV links spread spectacularly but slowly, won't get real impetus until TV freeze ends and new stations are actually built. For rest of year, AT&T plans only new Memphis-Birmingham-Atlanta coaxial via Jackson, Miss. Only others definitely in works: San Antonio-Austin microwave, due sometime in 1952; added Washington-Atlanta microwave circuits, also sometime in 1952; and an Oklahoma City-Amarillo coaxial now under survey but no construction scheduled yet. All are designed basically for added phone service, for which Omaha-San Francisco setup is also to be used starting Aug. 17.

NICE LIFT REPORTED FROM POWER BOOSTS: The quick and easy benefits of FCC power-hike ruling (Vol. 7:30-31) have already been achieved by almost all stations eligible -- 41 of the 46 requests having been granted in last 2 weeks. [For list of this week's grants, see p. 14; for last week's, see Vol. 7:31.]

Sharp improvements in service have come in number of markets, but picture enhancement has been moderate or merely nominal in many instances -- though stations are naturally making most of every watt, promotion-wise.

Real payoff comes in such places as Miami, where WTVJ had been operating with weakest signal of all metropolitan stations. Now, with station's ERP lifted from 2.2 to 16.5 kw, manager Lee Ruwitch tells us that signal is getting into West Palm Beach, 63 miles away, so well that dealers had 300-400 sets shipped in, sold 150 at once, expect 2000 sales before end of season. And one enterprising West Palm Beach dealer rushed to buy time on WTVJ to reach his potential customers -- but sizeable antennas and boosters are still needed there, according to Ruwitch.

Most marked improvement came in 30-mile radius, he reports. There, indoor antennas now work, whereas outdoor installations used to be mandatory.

New York's WOR-TV telecast request for reactions to its 9-to-22 kw boost, drew rash of glowing reports from towns well into Pennsylvania, New Jersey, upper New York State, etc. -- as well as from New York City's "canyons" where shadows and indoor antennas often degrade pictures.

WOR-TV's desire to join others on Empire State Bldg. could conceivably cool now. Says engineering v.p. Jack Poppele: "Why, people are now getting good pictures with the ends of their antennas pointed at us."

Two big jumps at once were taken by New York's WJZ-TV Aug. 9 when it hiked power 5½ times to 20 kw and moved to permanent Empire State Bldg. antenna.

Full report on improvement will come from survey, by outside organization, of 420 fringe-area homes, but engineering v.p. Frank Marx is all smiles, says spot observations indicate improvement is everything hoped for. "Next, 200 kw," said he.

Other New York stations achieving increases haven't yet reported results.

* * * *

Any further gains will be long coming, since they involve purchase and installation of new equipment, rather than mere twist of transmitter dials. Actually, few operators can see good reason for buying gear to get the 50 kw ERP now permitted, when freeze-end seems certain to bring 100 and 200 kw authorizations.

However, high-powered transmitters and amplifiers would be snatched up and put to work as soon as available -- if FCC permitted. But it won't, since it feels: (1) It can't give iron-clad guarantee that end of freeze will make such equipment

permanent, and (2) As soon as station has equipment capable of more power, pressures grow for permission to use it.

Example cited at Commission is WNHC-TV, New Haven. It was granted as "community" station, with 1-kw maximum. But, FCC men say, station was given 1.82 kw in "a moment of Commission weakness." Station bought 5-kw transmitter, but has been limited to only 500 watts of it. This week, it asked permission to use full 5 kw.

Commission's basic premise, stemming primarily from legalistic caution: We will permit nothing outside of existing rules until freeze is over.

This goes for powers, heights, station classifications. It even applies to propagation curves, despite fact FCC knows they're obsolete. All during freeze, and currently, it has been granting site changes, etc., calculating coverage on old propagation and protection data.

Stations have been pounding at Commission gates for hikes to FCC-proposed 100 and 200 kw, but Commission has been adamant, is likely to stay that way until someone comes up with arguments more persuasive than those employed to date.

Now that virtually everyone's throttle is wide open, only prospects for further improvement before end of freeze are:

(1) Installation of 5-kw transmitters by those few stations, not community-type, using smaller units -- WFMY-TV, Greensboro; WTTV, Bloomington; WLWD, Dayton; WICU, Erie; KDYL-TV, Salt Lake City. Incidentally, WBNS-TV, Columbus has been operating 5-kw job, not .5 kw as reported in Vol. 7:30. WFMY-TV has already asked for CP to install 5-kw. Others may elect to wait for freeze-end, install big ones then.

(2) Use of higher-gain antennas. Commission will permit outlays for these, but won't let stations touch transmitters to get more than 5 kw. Not too many of these are expected -- also because of freeze-end uncertainties.

(3) Construction of taller towers. Actually, this means more than do most power boosts. Number of these are in works, steel availability permitting.

NEW CURBS WON'T END STATION BUILDING: Still no "ban" or "freeze" on TV-radio station alterations and construction -- notwithstanding widespread misinterpretations of new NPA regulations placing construction under Controlled Materials Plan (Vol. 7:31).

Small scale construction may be easier to start, in fact, under new controls than it was under old (Vol. 7:19 et seq). On basis of best information, it's likely these types will get go-ahead from NPA in fourth quarter: (1) Remodeling of TV or radio studio & transmitter buildings. (2) New station construction on modest scale.

These projects may be deferred: (1) Big new TV antenna towers. (2) Radio City-type buildings. But by time freeze is over, it's unlikely TV station building will be subject to severe restrictions -- barring shooting war, of course. Big industrial expansion program for defense production, which necessitated building controls, is scheduled to be over the hump by first or second quarter 1952 and construction material situation will then be much more favorable.

Principal provisions of new building regulations (M-4A, CMP Reg. 6), as they apply to broadcast stations: (1) NPA won't specifically OK any construction before Oct. 1. (2) No new building can be begun before Oct. 1 unless builder has all the materials he needs, or doesn't need more than 2 tons of steel, 200 lbs. of copper or any aluminum. (3) After Oct. 1, anyone may build -- and receive guaranteed allotment of materials -- if he doesn't need more than 2 tons of steel, 200 lbs. of copper or any aluminum. (4) If he needs more than that, he must apply to NPA. If application is approved, he'll receive allotment of all the steel, copper and aluminum he needs. If it's denied, he can't build in fourth quarter.

Most broadcast alteration and construction projects use relatively little controlled materials, and NPA approval is expected to be more or less routine. Many alterations need less than 2 tons of steel, can be built without application.

FCC offered to supply NPA with general criteria on "community need" as it applies to TV-radio stations -- for use in deciding applications for construction of broadcast facilities. NPA turned down offer, said it was applying no "predetermined standards," but would use FCC as source of information in checking applications.

BIG OMAHA & HAVANA STATION SALE DEALS: Watch how publishing and theatrical interests become prime competitors of the radio broadcasters -- not only as applicants for new TV stations, come end of freeze, but also as purchasers of existing stations.

We had further example of their eager quest for TV properties this week, when two more 7-figure sale deals were disclosed -- one in Cuba. You can expect more as the affinity of TV, journalism and films becomes increasingly apparent.

WOW-TV, Omaha, with its AM counterpart WOW were sold for $2,525,000 to the Meredith Publishing Co., $24,000,000 concern which publishes the widely-circulated magazines Better Homes & Gardens and Successful Farming. Sale culminated probes by several prospective buyers (Vol. 7:27-28), frequent denials by principals headed by recent Secretary of Navy, now Ambassador to Ireland, Francis P. Matthews.

Meredith also owns WHEN, Syracuse, which it started Dec. 1, 1948 as 47th station in nation, has pre-freeze applications pending for Rochester and Albany, is hell-bent to become major factor in TV -- indicated also by its purchase this week of 40% interest in Princeton Film Center Inc., Princeton, N.J.

CMUR-TV, Havana, with its Union Radio Network, has been sold for reported $1,500,000 by Director Kaspar Pumarejo and backers (including local Polar brewery and Partagas tobacco interests) to Manuel Alonso, owner of Noticiaro Nacional, the island's main newsreel producer. Alonso actually holds CP for Channel 7, but he and his backers apparently prefer to take over going CMUR-TV on Channel 4, Cuba's first outlet, founded by Pumarejo and inaugurated less than year ago (Oct. 24, 1950). Rumors have Cuba's President Prio and family back of Alonso, but this is denied.

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Omaha deal is complex, involves Meredith assuming 25-year rental lease from Woodmen of the World, original owner of WOW, at $160,000 a year -- first profits to go into $750,000 fund guaranteeing lease and providing for equipment purchases. Half has already been paid in, with 19 years to go. WOW Inc. has $200,000 paid capital, $720,000 surplus account, total current assets of $673,000, current liabilities of $220,000. Combined TV-AM stations first 6 months of this year had operating gross of $996,386, net profit of $91,100 after provision of $97,800 for taxes.

Stockholders own equal amounts of the 1000 shares of common and 1000 preferred, estate of late manager John J. Gillin holding 238; Mr. Matthews, 250; Guy C. Myers, New York & Seattle utilities magnate, 250; Robert P. Samardink, head of local detective agency, 83; M.M. Meyers, financier, 84; J.J. Isaacson, governor of Ak-Sar-Ben fair grounds, 83; Cecelia Broderick, Mr. Gillin's former secretary, 12.

* * * *

Of 3 other recent station deals still pending FCC approval (of 10 since TV's post-war emergence; Vol. 7:30), one got nod this week -- the $2,500,000 sale of KFI-TV, Los Angeles (Vol. 7:23) by Earle Anthony to Thomas S. Lee Enterprises Inc. Comr. Walker dissented, Hyde, Webster, Jones & Sterling approving. The 2 others pending FCC approval: WLAV-TV, Grand Rapids, sold to Bitner group for $1,300,000 (Vol. 7:19) and WBKB, Chicago, sold for $6,000,000 to CBS but involved along with ABC-TV's 5 owned stations in projected ABC-Paramount merger (Vol. 7:21). The KFI-TV & WLAV-TV sales excluded AM counterparts, retained by present owners.

Note: Atlanta's pre-freeze CP, only one still on FCC books, looks like it will shortly turn into full-fledged commercial outlet -- nation's 108th -- FCC this week granting transfer of WCON-TV to local group (for details, see p. 14).

FINAL INDUSTRY COLOR SYSTEM EMERGING: "Definite improvement." That's the most you can get in way of comment from any of 4 top FCC staff engineers who attended 4 important compatible color demonstrations this week. But there can be little doubt they were greatly impressed with their first view of such pictures since May 1950.

And there's less industry doubt than ever that compatible system is rushing pell-mell back to FCC for eventual approval, along with CBS system or in lieu of it.

Commissioners themselves will probably see latest pictures soon. RCA is expected to invite them when it starts public showings later in month -- but decision apparently awaits chairman David Sarnoff's return from Europe next week.

Every variation on compatible theme was shown Broadcast Bureau chief Curtis

Plummer, chief engineer Edward Allen, Technical Research acting chief Wm. Boese, Lab Div. chief Edward Chapin. Demonstrations were successively Aug. 6-9 by GE in Syracuse; Hazeltine, Little Neck, L.I.; RCA, Princeton; Philco, Morrisville, Pa.

Main purpose of demonstrations was to enable National TV System Committee Panel 13 (standards), under Hazeltine's A.V. Loughren, to agree on which set of standards to field test from here on out -- probably until year's end.

Panel wound up in New York Aug. 10, agreed on "large fraction" of issues, according to Loughren. Recommendations will be submitted to NTSC's overall committee Aug. 15, and field testing during forthcoming several months will be based on them, if parent body is satisfied with them. [For panel members, see below.]

"There was agreement in principle," says Loughren, "with several specific 'numbers' recommended. We didn't pin everything down, but we're closer and closer to agreement. We did pretty well today. We'll let it soak a while."

Here are types of system variations shown:

(1) Color carrier at 3.58, 3.89 and 3.99 mc.

(2) System with and without oscillating color sequence (OCS), also called "color phase alternation" (CPA) or "flip flop".

(3) Pictures with and without constant luminance factor.

Only RCA showed live pickups, rest using still pictures from flying-spot scanners. As test of color fidelity, resolution, etc., RCA compared televised color picture with slide projection of same scene, side-by-side. One observer scratched his head, blurted: "Which is which?"

Philco supplied weak-signal test in Morrisville, about 25 miles from its WPTZ transmitter, right on noisy U.S. Route 1. Then signal was attenuated to equivalent of 40-50 mile reception, and Philco v.p. David Smith concluded: "Stands up as well as black-and-white under adverse signal and interference conditions."

Schedule of further field tests will probably be issued soon. Zenith says it's prepared to cooperate by transmitting compatible signals over its experimental Channel 2 facilities in Chicago, first such telecast signals there. Zenith has also experimented with CBS-type transmissions.

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Cost of compatible receivers would probably trouble FCC if system were put before it today. But most experts foresee drastic drop in matter of months, many agreeing that subtraction of 15-20 tubes from RCA's current 54-tube set is conceivable before year's end (Vol. 7:30).

Even more important, some say, are such critical techniques as color phase alternation, which permits far greater tolerances in construction. And there's little question cost of tri-color tube will plummet, just as tubes did for black-&-white, when mass production becomes fact. Since manufacturers will want tri-color tubes -- for CBS system, even if FCC again rejects compatible system -- they're likely to invest in plants to make them.

Personal Notes: John T. Quisenberry appointed general attorney, AT&T, succeeding T. Brooke Price, who on July 1 became v.p. & general counsel . . . John McClay, ex-WPIX, New York, returns to WCAU-TV, Philadelphia, as asst. to v.p. Charles Vanda . . . William Dozier, ex-Samuel Goldwyn Productions, joins CBS-TV story dept. Oct. 1, assigned to develop new talent . . . W. Eldon Hazard promoted to sales mgr., CBS Radio Network; Guy Dell Cioppa promoted to director of CBS network programs, Hollywood . . . Cecil Barker, ex-KTSL, named TV program director, KECA-TV and ABC western div. . . . Norman V. Farrell, ex-Weed & Co., joins WATV & WAAT, Newark, as asst. sales mgr. . . . Louis L. Ergmann, ex-Hewitt, Ogilvy, Benson & Mather, named TV-radio director of Robert W. Orr & Associates . . . George R. Jeneson, ex-WLW Chicago sales office, Aug. 27 becomes Midwest sales mgr., WOR & WOR-TV . . . Leavitt T. Pope, ex-*New York News*, named asst. to G. Bennett Larson, WPIX gen. mgr.

Members of NTSC Panel 13 (standards) who attended 4 color demonstrations this week (see story above) include: A. V. Loughren, Hazeltine, chairman; W. T. Wintringham, Bell Labs, vice chairman; Wm. Bradley, Philco; George Brown, RCA; Charles Hirsch, Hazeltine; Leo Mead, Hallicrafters; John Rennick, Zenith; Garrard Mountjoy, Stromberg-Carlson; Albert Murray, Caldwell-Clements; Lewis Winner, IRE; Henry Samulon, GE; Kurt Schlesinger, Motorola; H. G. Schwarz, Crosley; G. R. Tingley, DuMont; B. F. Tyson, Sylvania; S. Klapman, Admiral; G. C. Larson, Westinghouse; Ralph Evans, Eastman Kodak.

Old song with new words: WCTU president Mrs. D. Leigh Colvin, at big temperance convention in Boston this week, said TV and radio are turning American parlors and kitchens into "beer bars".

To compete with TV on meeting nights, Chicago Newspaper Guild now offers door prizes. Other unions report they're shifting dates away from big TV shows.

HOME or theatre TV for major sports events? Both sides in the battle fired volleys this week, and TV networks and set manufacturers were talking about rigging up a weapon that could turn out to be a blockbuster—or a dud.

DuMont Network sports sales chief Tom Gallery met with NBC's TV operations & sales v.p. Ed Madden to lay groundwork for multi-network drive to outbid theatres for rights to topflight sports. Scheme is to set up permanent organization of TV manufacturers—each contributing on pro-rata basis—to sponsor sports on home TV. Plan is outgrowth of successful 8-manufacturer sponsorship of July 18 Charles-Walcott bout (Vol. 7:28-29). But there's many a slip, and some in industry doubt such an alliance could be formed, or, once formed, hold together. Other developments this week:

(1) Nathan Halpern's Theatre Network TV Inc. announced it had bought exclusive rights to Aug. 15 Joe Louis-Jimmy Bivins 10-rounder in Baltimore for 15-theatre hookup, with New York City and Boston on circuit for first time. Baltimore theatres will be blacked out.

(2) Pabst announced simultaneously it had pushed its fight telecast schedule ahead 6 weeks to include 2 championship bouts over CBS-TV & radio this month. Joey Maxim-Bob Murphy light-heavyweight bout Aug. 22 and Kid Gavilan-Billy Graham welterweight Aug. 29 will lead off season of 41 Pabst-sponsored fights.

(3) Rep. L. Gary Clemente (D-N. Y.) introduced resolution Aug. 6 for investigation of boxing—including question whether denial of bouts to TV set owners constitutes monopoly practice.

(4) Theatre-TV interests were working out plans for full 9-week schedule of telecasts of college football games which will be kept from home screens under National Collegiate Athletic Assn.'s experimental program. Halpern estimated 100 theatres will carry the games, but figure seemed a bit high to most observers. Already signed up for theatre TV are Princeton, Notre Dame, Pitt, Yale, Fordham, Dartmouth, Navy. United Paramount was negotiating for right to Midwest games.

(5) Continuing its letter-and-press-release campaign, group known as Fair TV Practices Committee protested Navy's proposed tie-up with Theatre TV to Vice Admiral Harry W. Hill, Naval Academy superintendent. Aug. 11 letter accused Navy of following "bad policy" because Academy "is entirely supported by public funds and presumably should be operated solely in the public interest."

(6) Westinghouse, official sponsor of NCAA's "limited experimental schedule" of grid game telecasts this fall (Vol. 7:30), picked NBC-TV as network outlet.

Network Accounts: Reynolds Metals Co. (aluminum products), makes TV debut Sept. 26 with sponsorship of half-hour alt. weeks of *Kate Smith Evening Hour* on NBC-TV, Wed. 8-9, thru Buchanan & Co.; Reynolds is third to sign for show which starts Sept. 19, Congoleum-Nairn and Norge Div., Borg-Warner Corp. being others. At same time, Reynolds bought first half-hour of Tallulah Bankhead's *Big Show* on NBC-Radio, Sun. 6:30-8, starting Sept. 30, and on Aug. 9 it sponsored *Hambletonian Stake*, harness race, onetime on CBS-Radio . . . United States Shoe Corp. (Red Cross shoes) Sept. 12 presents *Irving Berlin's Salute to America* one-time on NBC-TV, Sun. 8-9; revue will be directed & hosted by Berlin, who will contribute fee to Girl Scout Fund. It's second one-shot for Red Cross shoes, first having been tribute to Richard Rodgers last March 4 (Vol. 7:3) . . . Pabst Sales Co. (Pabst Blue Ribbon beer) renews sponsorship of live telecasts of championship fights on CBS-TV, Wed. 10-11, starting Aug. 22 with Joey Maxim-Bob Murphy light heavyweight title bout followed Aug. 29 by Kid Gavilan-Billy Graham fight for welterweight crown; 41 fights in all are scheduled for season . . . U. S. Tobacco Co. (Model, Dill's Best, Old Briar, Tweed pipe tobaccos), brings back *Martin Kane, Private Eye* Aug. 30 to NBC-TV, Thu. 10-10:30, Lloyd Nolan replacing William Gargan as star of show . . . Ralston Purina Co. (cereal) resumes sponsorship Sept. 9 of *Space Patrol* on ABC-TV, Sun. 4:30-5 alt. weeks; Ralston also sponsors *Your Pet Parade* during alt. week period . . . Florsheim Shoe Co. brings football news back for second year starting Sept. 27 with *Red Grange Predicts* on ABC-TV, Thu. 10:45-11, thru Gordon Best Co. . . . Seiberling Rubber Co. (tires) starts sponsorship Sept. 24 of *The Amazing Mr. Malone* on ABC-TV, alt. Mon. 8-8:30, thru Meldrum & Fewsmith, Cleveland; show will alternate with Bristol-Myers' *Mr. District Attorney* starting Oct. 1 . . . Sundial Branch, International Shoe Co. will sponsor 11:15-11:30 portion of *Foodini the Great*, filmed puppet show, on ABC-TV, Sat. 11-11:30 a.m. starting Aug. 25; Bristol-Myers will sponsor 11-11:15 segment starting in Oct. . . . Wine Corp. of America (Mogen David wine) starts *Charlie Wild, Private Detective* Sept. 11 on ABC-TV, Tue. 8-8:30, thru Weiss & Geller Inc., Chicago, not on NBC-TV as erroneously reported in Vol. 7:28 . . . M & M Ltd. (candy) resumed alt. week sponsorship Aug. 12 of 5:30-6 portion of *Super Circus* on ABC-TV, Sun. 5-6; Peters shoes (International Shoe Co.) shares alt. weeks with M & M Ltd., Canada Dry sponsoring 5-5:30 segment weekly . . . Hall Brothers Inc. (Hallmark greeting cards) reported readying Oct. 7 sponsorship of Sarah Churchill interview show on CBS-TV, Sun. 5:45-6, thru Foote, Cone & Belding, Chicago . . . Armour cancels NBC-TV *Garroway at Large*.

Station Accounts: National Assn. of Manufacturers has placed order for one-time use, between Aug. 15-31, of its 15-min. film *Story of 'Kip' Van Winkle*, on one station in each market, thru Benton & Bowles . . . Twin City Lines, operating streetcars & buses, using WTCN-TV, Minneapolis, along with radio to promote traffic and improve public relations; formerly used only newspapers . . . Gordon Baking Co., for Silvercup Bread, has 20-sec. & 1-min. films prepared by Video Films for use on stations in New York, Chicago, Detroit, Toledo, thru N. W. Ayer . . . Pure Drug Chemical Co., Chester, Pa., maker of foot antiseptic spray called No-If, is newcomer to TV, sponsoring *Mrs. Greater Philadelphia* contest to select area's Mrs. America contestant, Fri. 9:30-10 on WPTZ, Philadelphia, thru Lohmeyer-Adelman Agency, Philadelphia . . . Dallas Home Builders Assn. using WFAA-TV Sun. 2-3 to display homes for sale, floor plans, discuss financing . . . Cling Peach Advisory Board, San Francisco, plans "Party Peach Pie" promotion in October, tying in with Pet Milk Co., using TV, newspapers, magazines, store tie-ins . . . E. L. Bruce Co. (Bruce floor cleaner, wax & applicator) will use TV in fall campaign, thru Christiansen Adv., Chicago . . . Among other advertisers reported using or preparing to use TV: Good Humor Corp. (ice cream products), thru Grey Adv. Inc., N. Y. (WCBS-TV); American Biscuit & Cracker Co. (ABC crackers & cookies), thru Condon Co. Inc., Tacoma; Brown & Williamson Tobacco Corp. (Raleigh cigarettes), thru Russell M. Seeds Co., Chicago; Albert Inc. (BraVete nylon slips), thru Edward A. Grossfeld & Staff, Chicago; Shulton Inc. (Old Spice men's toiletries), thru Wesley Associates, N. Y.; Sol Friedman & Sons (slips & gowns) & Seely Shoulder Pad Corp. (shoulder pads), thru Dunay Co., N. Y.; Meyenberg Milk Products Co. (evaporated milk), thru Mayers Co., Los Angeles; R. M. Hollingshead Corp. (Whiz automotive chemical products), thru Campbell-Mithun, Chicago (KSTP-TV); Slumberland Products Co. (bedding), thru Hirshon-Garfield, Boston (WNAC-TV).

Telecasting Notes: NBC-Radio, too, is making big pitch to national advertisers, with full-page ads this week beginning buildup paralleling CBS's (Vol. 7:31). Ad captioned "People sell better than paper" makes point that "when you want to close a sale with a tough customer, you don't send a printed page" and that radio reaches 19 out of 20 families whereas TV as yet reaches only 3 out of 10. "The voice is more persuasive than ink," says first ad, which looks like it's going to start nice furore among competing printed media. Printed NBC-Radio ads in 14 business papers will be backed up by 5 Sun. night radio shows starting Aug. 12, promoting radio as ad medium, playing on theme "You Can't Take It With You." Whole campaign is budgeted at $720,200 for rest of year . . . AFRA will bar from membership Communists so proven by State or Federal court action "since Dec. 31, 1945", result of 2118 to 457 vote on ballots sent to 7000. Federation will also disqualify subversives identified by FBI, Justice & State depts. . . . Of 244 adult Negro TV viewers polled by Advertest Research about CBS-TV *Amos 'n' Andy* show, 75% said it's "not harmful" to colored race; 86.5% said it should be continued; survey was occasioned by Negro association's threats of boycott (Vol. 7:27) . . . CBS has leased 25,000 sq. ft., 6 upper floors, in 7-story building being built on E. 52nd St., adjacent its Madison Ave. quarters, for use as executive offices . . . Cathedral Films has released entire backlog of 40 religious pictures to TV, asking $12,500 per film, for first run . . . Douglas Fairbanks Jr. and producer Sol Lesser planning to reissue about 16 old Doug Fairbanks Sr. films to theatres, then sell them to TV . . . KLAC-TV, Los Angeles, reported to have paid $320,500 for 52 old features bought from Quality Films (Charles Weintraub) who put package together from properties of independent producers and local Chemical Bank & Trust Co. . . . WKZO-TV, Kalamazoo, raised base hour rate Aug. 1 from $400 to $500, one-min. from $60 to $90, set 9 a.m.-5 p.m. as Class B time . . . WDAF-TV, Kansas City, raises base hour rate Aug. 15 from $450 to $550, one-min. from $90 to $110 . . . WHBF-TV, Rock Island, new rate card Sept. 1 raises base hour rate from $250 to $300, one-min. from $50 to $60, changes Class A time to 6-11 p.m. Mon.-Fri., 1-11 p.m. Sat. & Sun., Class B to 5-6 p.m. Mon.-Fri. . . . WENR-TV, Chicago, raises base hour rate Sept. 1 from $1300 to $1500, one-min. from $250 to $300.

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TV network hookups via coaxial and/or microwave cost 7 times more than radio, requiring much wider-band channels, but they're far from highest item in networking overhead, according to AT&T spokesman taking issue with our observations about high cost of coaxial-microwave (TV Films May Supersede Live Networks; Vol. 7:31). Long lines represent far less than 5% of average program cost, actually average only 10¢ per mile per half hour of program time, or $11 per station on 40-station hookup, we're informed. There are now approximately 18,500 miles of coaxial-microwave TV circuits, and during 1950 (when combined TV networks took in $55,000,000) total long lines billings ran some $5,000,000, according to FCC sources.

Admiral $7,000,000 plant expansion program includes $2,000,000 for new 300,000 sq. ft. building at Cortland & Springfield, Chicago, for defense work; $1,500,000 seven-story office building at Cortland & Hamlin; $1,000,000 expansion of Galesburg plant by 120,000 sq. ft.; $2,500,000 for added distribution space and facilities in Chicago, New York, Boston—all financed from working capital, no borrowings.

Dr. Edward U. Condon, director, Bureau of Standards, has resigned as of Sept. 30 to join Corning Glass as director of research and development.

TRULY international TV standards, meaning easy direct exchange of programs without film, just aren't in the cards for visible future: regional standards have good chance. Those facts are clear from June 5-July 6 international committee sessions in Geneva, according to recently-returned U. S. participants. No nation would yield in advocacy of its system—405 lines, 5 mc channels (Britain); 525, 6 mc (U. S. and most of Americas); 625, 7 mc (most of Europe); 819, 14 mc (France).

All that was agreed upon were 11 standards common to all systems—4:3 aspect ratio, 2:1 interlace, independence of power supply frequency, etc. Besides number of lines, and channel widths, systems differ in fields (50 & 60), modulation (positive and negative picture, AM & FM sound), other basic characteristics.

Participants decided to study many problems, including: (1) Color, which all want to integrate inexpensively into their systems. (2) Bandwidth reduction techniques, such as dot-interlace, "crispening", long-persistence phosphors. (3) Interchange of programs among nations and between systems. (4) Desired-to-undesired signal values.

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Foreign TV stations now operating, other than Latin American, are as follows, according to data submitted at Geneva sessions (all experimental except British and French): Denmark—1 station, 625 lines, .5 kw transmitter output, 50 receivers, 6 more stations planned. France—1 station on 441 lines, 30 kw; 2 on 819 lines, 3 kw, 25,000 sets, 3 more stations planned. Italy—1 station, 625 lines, 5 kw, 1000 sets. Japan—1 station, 525 lines, .5 kw, 25 sets. Netherlands—2 stations, 625 lines, one with 3 kw, other 5 kw, 1000 sets, 1 or 2 more stations planned. Britain—2 stations, 405 lines, one with 17 kw, other 42 kw, 1,000,000 sets, 3 more stations planned. Sweden—1 station, 625 lines, 1 kw, 25 sets, 1 more station planned. Switzerland—1 station, 625 lines .4 kw, 30 sets. Czechoslavakia—1 station, 625 lines. Germany (Allied High Commission)—1 station, 625 lines, 1 kw, 25 sets, 6 more stations planned. Russia—number of stations and sets not given, 625 lines (8 mc channels). Countries without stations, but planning to build: Spain 2, Morocco-Tunisia 2, Monaco 1. Still others report existence of "planning committees."

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TV's own "Battle of Berlin" opens Aug. 13 when U.S. throws two electronic "divisions" into cold war to show strength and productivity of free world. Sponsored by ECA, both CBS and RCA will give most Berliners their first taste of TV—color and monochrome, respectively. Two-week demonstrations are expected to attract thousands from World Communist Youth Festival in East Berlin, for which Russia claims 2,000,000 attendance. CBS contingent of 7, headed by Dr. Peter Goldmark, will conduct closed-circuit color programs in Funksturm Exhibit Grounds. RCA's Richard Hooper and staff of 27, taking along some 35 tons of materials, have installed complete monochrome transmitter, the pictures to be received on 3 big-screen units in Schowenedgerstadt Park. Additional 110 home-type sets will be scattered throughout West Berlin. CBS also plans color transmissions of surgery, sponsored by Smith, Kline & French Labs, at Sept. 24-29 International Congress of Surgeons in Paris.

GE Appliance Div.'s 150 distributors and salesmen meet in NBC-TV's Studio AA in Chicago's Merchandise Mart Sept. 5 for 9-9:30 a.m. closed-circuit preview of GE's *Bill Goodwin Show*, starting Sept. 11, Thu. 3:30-4, thru Young & Rubicam. It's part of sponsor's sales counselors convention in Chicago, and 48 interconnected stations will carry the preview so local GE distributors and dealers can also watch. NBC calls it "pattern for what may be the typical sales convention of the future."

Television Digest WITH AM-FM REPORTS
1619 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
August 11, 1951

TRADE 'CLIMATE' IS TURNING BETTER: Signs are still good, "psychological impetus" seems to be there -- but we'll have to wait a few more weeks, maybe a month or so, to be able to gauge fall-winter industry trends with any feeling of assurance.

Right now, you can almost feel the "lift" TV-radio trade is enjoying as result of bullish developments: excellent values of product, whether in new lines or old; easier credit terms, not yet making deep impression on retail trade but reasonably certain to do so when people turn homeward from vacations; higher TV powers, improving signals and widening service areas of many markets; super-dooper new telecasting programs promised soon, and coast-to-coast network service in offing; assured public buying power as Congress acts favorably on multi-billion dollar defense budget covering procurement to mid-1952, production into 1953.

With defense effort still on upgrade, with materials shortages no mere chimera, there are those in the industry who still feel TV-radio merchandise must inevitably go into short supply by end of year or maybe a bit later. Even discounting huge inventories, discounting their impulse to "talk up" better times, there may be some basis for long-term bullishness -- though certainly the present pile-up of TV receivers doesn't seem to bear them out for near future.

Distributor meetings thus far have reflected bullish outlook, despite fact wholesalers are probably loaded as heavily as manufacturers. Consensus is that the dealers are slowly but surely getting rid of inventory, and are now more inclined to buy -- "their frame of mind much better," to quote one executive.

Puzzler to trade is effect CBS-Columbia's upcoming color promotion campaign will have on black-&-white market, in which CBS as a telecaster as well as manufacturer now has same stake as rest (see story, page 10).

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Weekly output figures, meanwhile, tell more of same. Week ending Aug. 3, RTMA reports, saw only 51,217 TVs produced (3229 private label), up less than 500 from preceding week's 50,772 (Vol. 7:31) -- and comparing with first August 1950 week's 160,000! Yet factory inventories forged ahead again, reaching new high of 768,766 compared to 761,448 week before.

Radios went up to 212,946 units (92,877 private label) from 184,685 the preceding week. Factory inventories were 394,223, some 10,000 up from preceding week. Week's radios were: 120,921 home sets, 63,117 auto, 28,908 portable.

4th QUARTER UNDER CMP—FEWER SETS? NPA is preparing to allot the TV-radio industry enough steel, copper and aluminum to make about 940,000 TVs, 2,200,000 radios during fourth quarter under Controlled Materials Plan (CMP).

Figures are rough estimates -- NPA's -- based on present mix. They compare with 2,199,669 TVs and 4,235,597 radios produced in this year's first quarter and 1,134,836 TVs & 3,792,338 radios in second quarter. The fourth quarter estimates are based on NPA's plan to dole out to TV-radio and other consumer durables manufacturers steel at rate of 65% of first-half 1950 use, copper at 54%, aluminum at 48% -- compared to 70%, 60% & 50% for third quarter under Order M-47A (Vol. 7:25,31).

Decision to include consumer durable goods in CMP next quarter -- announced this week -- came as no surprise to anyone. This had been only segment of economy operating outside govt.'s all-out materials rationing plan, and its inclusion was inevitable to keep soaring military production from squeezing out civilian industry.

Tighter restrictions are almost certain next year. House's approval Aug. 9 of whopping $56 billion for Armed Forces during the year ending June 30, 1952 foreshadows accelerated military buildup. And it's to be followed by more money for foreign military aid, and possibly still more for our own Armed Forces this fall.

It's good guess that $4-5 billion of this is for electronic equipment (for

partial breakdown, see Mobilization Notes) -- although many electronics contracts go outside TV-radio industry, and many have lead time of a year or more. So they can't be counted on to take up much of the slack caused by curtailed TV-radio production.

You can get idea of magnitude of this appropriation by comparing it with this week's Pentagon announcement that Defense Dept. obligated $35.3 billion for military procurement during first 12 months following Korea. Of this amount, $27.9 billion represents contracts for military "hard goods". By rule of thumb, something less than $3 billion, or about 10%, is for electronic equipment.

But civilian industry won't be blotted out by military, except in all-out war. Govt. takes great pains to make that clear. In Aug. 7 broadcast, DPA-NPA boss Fleischmann stressed desire to maintain healthy economy by "allowing the largest volume of civilian production consistent with meeting our military needs first." To back this up -- for fourth quarter, at least -- DPA has instructed NPA's operating divisions to slash some "essential" or "defense-supporting" programs deeper than consumer goods.

Reports on CMP's operation haven't been good during current "dry run". DPA has been widely accused of "over-allotting" -- writing too many checks against its bank of strategic materials. To which Fleischmann replies fault is manufacturers' -- too many have placed duplicate orders with different suppliers; others have not cancelled excessive orders. He's ordered crackdown, pledges smoother operation during fourth quarter.

But applications have been drifting in too slowly to begin fourth quarter allocations on schedule. Electronics Div., for example, has received only about half the 1200 applications it expects. Fleischmann extended July 31 deadline, warns that anybody who doesn't file before Aug. 15 "is running a tremendous risk" of not getting enough materials next quarter. (For other CMP news, see Mobilization Notes.)

There's still a rub -- even if CMP works as planned next quarter. Most production experts expect big electronic bottlenecks as a result of shortages of the so-called "rare metals" -- rather than the "controlled metals," steel, copper and aluminum. Fleischmann took cognizance of this in his broadcast, when he said of nickel, cobalt and chrome:

"Practically 100% of the available supply of these materials must go directly into the military, defense-supporting and expansion programs."

OUTLOOK FOR CBS COLOR SET PRODUCTION: Who's going to make CBS color sets? And how many? Only CBS-Columbia, Tele-tone, Webster-Chicago, Meck, Muntz have shown any enthusiasm, made consistent promises thus far. Crosley and Bendix have shown samples, but with noticeable lack of faith in system. Their apparent purpose is to show their dealers they won't be left out in cold if demand grows.

None of biggest producers has yet gone even as far as Crosley and Bendix, but there was talk this week that one or more might -- to keep dealers "protected".

It's extremely questionable whether any top producer would really throw his full weight into CBS-type production, albeit FCC-approved, since industry's faith in ultimate approval of compatible system mounts daily (see p. 5). Of course, virtually every manufacturer has made CBS sets in labs, for own edification and protection.

But CBS's promotion -- football, baseball, etc. -- is likely to produce some impact on trade, according to some manufacturers. "It's the moral effect of the Godfrey kind of propaganda that bothers us," said one -- explaining he means the kind of publicity that renders low-income folk indecisive about buying their first black-and-white set, inevitably cheaper than color, and that keeps wealthier folk from buying their second or third set.

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Meanwhile, CBS-Columbia says it "will try like hell" to meet its goal of 25,000 color units by year's end. President David Cogan feels company has good argument to persuade more materials out of NPA. "We were changing models during our base period," he says, "and naturally our production was lower. But I think NPA will be reasonable."

If NPA doesn't relent, Cogan points out, company can shift materials from

black-and-white to color as demand warrants. Types of color sets and slave units planned are same as previously announced (Vol. 7:29). Same goes for costs, though Cogan says engineers are learning short-cuts, should be able to cut prices next year. First of pilot-run sets are due about Sept. 1.

Tele-tone will build 10,000 to 15,000 slave units this fall, according to president S.W. Gross. "We'll feel our way," he says. "Materials situation will be tight as hell during fourth quarter."

Complete color sets aren't due until next year, Gross says, adding: "Our engineers are working on something that looks promising for sizes up to 20-in." Projection? "No". Drum? "Wouldn't call it a drum."

Philco reports almost no demand for its $20 black-and-white adapters. And Motorola says it plans adapters, designed for most of its models, past and present, will know production dates and costs in 30 days or so.

Topics & Trends of TV Trade: Philco reports substantial orders—"all we asked for"—from distributors attending its sessions in New York and Chicago, and its speakers urged comparisons with "last half 1949, not 1950" in calculating markets ahead. It wasn't officially stated, but it's manifest Philco, like other majors, is inclined to err on side of under-production rest of this year rather than over-production—materials restrictions forcing this anyhow (see p. 9).

New 1952 Philco line of TVs comprises 28 models, includes tax in price, offers 90-day warranty on all models at flat $12.50. Prices are downward at low end. Popular feature with distributors was placing of casters on all consoles.

Seven 17-in. table models range from plastic models at $199.95 (mahogany finish) and $229.95 (cordovan leather) through (rounding out prices) $260, $280, $300 (2 models), $330. Eleven 17-in. TV-only consoles are priced from $300 through $340, $350 (2), $370 (2), $380, $400, $420, $500, $550—latter being Sheraton full-door de luxe models. There's also one 17-in. combination with AM-FM-3 speed at $450.

New 20-in. table models are $360 mahogany, $380 blonde; 20-in. consoles $450 & $480; with full doors, Georgian, $450 & $480. Combinations in 20-in. are $600 & $629. One with remote control is $800, same without remote $750.

Radio line continues many old models, tables ranging from $19.95 to $49.95; clock radios, $37.50, $39.95, $42.50 (white or ivory); one AM-FM table, $69.95; portables at $35, $40, $50; table radio-phonos, $80 in ebony, $100 mahogany; radio-phono combinations at $200 for AM-only in mahogany, $250 for AM-FM mahogany, other at $270, $300, $320. Big promotion push is "tube saver" limiting current during power surges.

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Manufacturers' price controls, including those on TV-radio and other electronic equipment and parts, were postponed indefinitely Aug. 9 while OPS prepares new regulations incorporating the more liberal provisions of new Defense Production Act (Vol. 7:31). New manufacturers' price ceilings, which were to have been effective Aug. 13, may be ignored, OPS announced. "Capehart amendment" of new controls law permits manufacturers to ask for ceilings based on their pre-Korea prices plus all reasonable cost increases between then and July 26, 1951. In the OPS manufacturers' orders, only increases permitted were those in labor costs up to March 15, 1951, material costs to Dec. 31, 1950.

Described as "magazine for audio-philes," *High Fidelity* titles new popular quarterly publication being issued by Milton B. Sleeper.

Trade Miscellany: Non-profit TV service plan, members paying $10 year and then getting service at cost, projected by Authorized Manufacturers Service Co., Brooklyn, partnership of George Fried, Alfred Coleman, Morton Greenberg, proposing this scale of "at cost" fees: home service call, $2.35; shop labor, $2.85 an hour; antenna & installation, $3.90 an hour; parts at 20% discount to members . . . Pennsylvania Legislature bills to license TV-radio servicemen after examinations unanimously endorsed by 3500 members from 9 chapters of Federation of Radio Servicemen's Assns. . . . Illinois Cabinet Co. becomes Rockford (Ill.) Cabinet Works of GE as of Sept. 1, result of merger, gen. mgr. Oscar M. Lindgren continuing on job . . . Sylvania has new subsidiary, Sylvania Electric of Puerto Rico Inc., formed to fabricate mica for radio tubes, within 60 days starts production by 100 persons in 10,000 sq. ft. plant outside San Juan to supplement supplies from Brazil and U. S. . . . IT&T, which last week bought Coolerator Corp. (Vol. 7:31), has purchased 31% of common, 40% of preferred stock of Kellogg Switchboard & Supply Co., Chicago, for $2,240,000, from former president J. G. Kellogg; none of present president James H. Kellogg's or other directors' stock involved, and no changes in management contemplated . . . Western Union Services Inc., new TV servicing subsidiary of WU, handling all standard makes, expanding present New Jersey servicing territory (Essex, Passaic, Union counties) to include Bergen and Hudson counties.

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Distributor Meetings: Admiral sales convention in Chicago postponed from Aug. 10-11 to Aug. 17-18, which will enable company's 600 distributor delegates to attend All-Star grid game being sponsored by Admiral Aug. 17 on DuMont Network . . . Crosley showing new TV, freezer & range lines in Savoy Plaza, New York, Aug. 14-16 . . . Sentinel has new TV models to show at Sheraton Hotel, Chicago, Aug. 14-15 . . . Motorola's new TV-radio lines to be shown in Essex House, New York, Aug. 21-22 . . . Hoffman's new sets (Vol. 7:31) promised for September delivery, with distributor meetings due in St. Louis, Aug. 12-13; San Antonio, Aug. 13-14; Salt Lake City, Aug. 14-15; Memphis, Aug. 16-17; Oklahoma City, Aug. 27-28; Tulsa, Aug. 30-31.

Stop misleading public, warns New York Better Business Bureau in special bulletin condemning retail ads stressing "no money down" or "no cash required" in buying TVs and radios since easing of Regulation W (Vol. 7:30). BBB says its shoppings revealed very few trade-ins met full down payments, higher prices being asked when no trade-ins were available. It also cautioned dealers that Regulation W, even as amended, requires record be kept of each sale showing down payment in cash and trade-in value.

Financial & Trade Notes: CBS gross income rose to $77,369,615 first 6 months of 1951 from $60,276,582 same 1950 period, but net profit after providing $4,125,000 for taxes fell to $2,221,317 ($1.29 a share) from $2,495,370 ($1.45) after $3,286,700 taxes. First quarter CBS sales were $39,323,391, profit $1,276,054 (74¢) vs. $30,809,064 & $1,304,050 (Vol. 7:16). The 1951 figures are exclusive of earnings of recently-merged Hytron and subsidiaries, effected last June 15. The earnings per share were calculated on 1,717,352 shares of $2.50 par stock outstanding prior to June 15, increased as result of merger (Vol. 7:20-24). Next quarterly report will reflect operations of new manufacturing subsidiaries.

Along with Raytheon's annual report, showing unusual gains in both sales and profits for its fiscal year ended last May 31 (Vol. 7:31), proxy notice to stockholders asks them to vote at Sept. 6 meeting on resolution to increase authorized $5 par common shares from 2,250,000 to 3,000,000 and total shares of all classes from 2,346,370 to 3,096,370. Proxy report also shows Charles F. Adams Jr. owning 6000 shares of common & 600 pfd., drawing $40,083 salary for fiscal year; David T. Schultz, v.p.-treas., holding 7594 common, $34,450 salary & $5000 bonus; Percy L. Spencer, v.p. & mgr. of power tube div., $22,500 salary & $5000 bonus.

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Among officers' and directors' stock transactions reported to SEC for June: Dee S. Lenfesty sold 400 Arvin, holds 4000; T. Earl Robinson bought 3 Arvin, holds 632; Albert L. Cuff bought 500 Blaw-Knox, holds 1000; Charles M. Thorp Jr., sold 60 Blaw-Knox, holds 1740; William J. Flynn bought 40 CBS Class B (May), holds 40; J. A. W. Iglehart bought 300 CBS Class B, holds 1300; Isaac D. Levy sold 5296 CBS Class B, holds none; J. L. Van Volkenberg bought 100 CBS Class B (May), holds 100; Octave Blake sold 200 Cornell-Dubilier, holds 36,638 common & 31 pfd.; C. Russell Feldmann sold 116,100 National Union pfd., holds none; Strong, Carlisle & Hammond Co. bought 116,100 National Union pfd., holds 116,100; Larry E. Gubb sold 43 Philco, holds 28,930; Thomas A. Kennally sold 2500 Philco, holds 22,974; John S. Timmons sold 4950 Philco, holds 13,000; Edward M. Tuft sold 100 RCA, holds none; William Gammel Jr. sold 100 Raytheon, holds 16,970; John F. Fennelly sold 200 Stewart-Warner, holds none; Walter R. Seibert bought 41 Sylvania, holds 141; E. F. McDonald Jr., sold 4800 Zenith, holds 34,131.

Television-Electronics Fund Inc., open-end investment trust, reports net assets of $7,153,000 as of Aug. 6, or $13.14 per share on 544,194 shares outstanding, and declared year's third quarterly dividend of 15¢ payable Aug. 28 to holders of record Aug. 16. July 31 quarterly report shows net assets of $6,970,933 ($12.86 a share), compared with $5,180,307 ($10.88) same time last year. Cash and govt. securities accounted for 23.1% of total assets, up from 10.2% at Jan. 31, 1951 and 4.7% at July 31, 1950.

"There appears to be no reason to change our opinion," president Chester D. Tripp reported to stockholders, "that the decline of demand for telesets has been largely seasonal and that a normal upswing will commence in the not too distant future. There is a large segment of the population still not enjoying TV but . . . within the range of reception. It is our belief that the improved programs which will be put on the air will be an important factor in inducing purchase by many of these families."

These were the Fund's common stock holdings as of July 31: **TV & Electronics (41.23%)**—Aerovox 7000 shares, ABC 6000, American Phenolic 2000, Bendix Aviation 3000, CBS "A" 4000, Cornell-Dubilier 3000, Corning Glass 1600, Erie Resistor 2000, Fansteel 3000, GE 5000, General Instrument 5000, Hazeltine 2000, International Resistance 3000, Mallory 1200, Muter 4000, Oak Mfg. 6000, Owens-Illinois 2000, RCA 15,000, Raytheon 5000, Sprague 4000, Sylvania 2000, Westinghouse 6000.

Electronics Other Than TV (26.03%)—American Bosch 9000, Clark Controller 2000, Consolidated Engineering 3000, Cutler-Hammer 4000, Fairchild Camera 2000, Hammond Instrument 1000, IBM 1000, Minneapolis-Honeywell 5000 common & 425 pfd., Remington Rand 7000, Sperry 3000, Telecomputing Corp. 3000, Tung-Sol 2000, Webster-Chicago 9000. **Primarily TV (16.84%)**—Admiral 3500, DuMont "A" 6000, Emerson 7500, Motorola 5100, Philco 11,500, Zenith 2500. **Miscellaneous (15.9%)**—AT&T 1000, Disney 6500, Eastman 4500, Federal Enterprises 2000, General Controls 2800, Haloid 1800, I-T-E Circuit Breaker 1100, LaPointe Plascomold 5000, Otis Elevator 4000, Tracerlab 2000, United Specialties 2100, Conrac 9000, Television Associates 2400.

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Dividends: CBS, 40¢ payable Sept. 7 to holders of record Aug. 24; Magnavox, 37¢ payable Sept. 15 to holders Aug. 15 and 25¢ on "A" pfd. payable Sept. 1 to holders Aug. 15; Standard Coil, 25¢ payable Aug. 15 to holders Aug. 9.

Merchandising Notes: Lots of TV-radio set advertising in all media, particularly radio, scheduled for fall in big promotion drives, with Westinghouse's football schedule one of biggest promotions (Vol. 7:31) . . . CBS-Radio gets 2 big network campaigns scheduled by industry leaders—*GE Football Roundup*, Sat. 2:30-5 p.m. for 8 weeks starting Sept. 29, thru Maxon Inc.; Sylvania sponsoring Grantland Rice football forecasts on CBS-Radio starting Sept. 28, Fri. 8-8:15, and *Sammy Kaye's Sylvania Sunday Serenade*, Sun. 3-3:30 p.m. starting Oct. 7, thru Roy S. Durstine Inc. . . . Capehart-Farnsworth to sponsor 15-min. news commentary with Fred Van Devanter on Mutual Network, starting Aug. 19, thru J. M. Mathes . . . DuMont allowed dealers 33% discount on 17-in. console listing at $535 and 19-in. at $625 & $675, giving rebates on inventory bought between May 23 & Sept. 10, then withdrew offer after enough goods had been moved . . . Chicago's Hudson-Ross and Goldblatt Bros. ran full-page ads in Aug. 9 *Tribune* plugging Emerson's 2-year 100% trade-in-on-color-set deal (Vol. 7:31) . . . Westinghouse assuming floor plan charges on new TVs and radios (Vol. 7:31) delivered by Oct. 1, also guarantees prices to Nov. 15 . . . Muntz TV reported by *Retailing Daily* as contemplating new branches in Houston, Kansas City, Rock Island-Davenport . . . Motorless receiving antenna, with "360-degree electronically switched beam," is being offered by Snyder Mfg. Co., Philadelphia; it has 3 elements, 120 degrees apart, single lead-in, 3-way switch at receiver.

S.M.A. Co., sold recently (Vol. 7:18) to Samuel C. Rudolph, New York, who disposed of TV inventory, has been bought back by Chester W. Lytle group, is now operating as S.M.A. Co., division of Lytle Engineering & Mfg. Co., 4721 Kedzie Ave., Chicago, selling complete TV receivers for domestic and export as well as TV kits. It plans new vhf-uhf model, is field-testing new uhf converters, reports Mr. Lytle.

Credit sales of major appliances and TV receivers showed "a slight but definite improvement" first 10 days of this month, reported *New York Times* Aug. 11. Its canvass of leading stores indicated dealers attributed this to relaxation of Regulation W. One important store was reported 70% ahead in appliances, 60% in TVs of last week in July—but this was still off 20% & 50% from comparable 1950 week.

Mobilization Notes: Organization plan of NPA Electronics Div., now nearly fully staffed, has been approved by Administrator Manly Fleischmann. In 9 months of its existence, Division's staff has increased from mere handful to about 80. Leadership of Division's branches and sections has been recruited largely from electronics industry, with members drawn from manufacturing, trade and broadcasting fields. Other staff members are from electronics and communications branches of Armed Forces and govt. bureaus such as FCC and Bureau of Standards. Many of WPB's Radio-Radar Div. staffers are back in jobs similar to their World War II posts.

Electronics Div. serves as "claimant agency" for electronics manufacturing industry in questions of materials availability, allocations, restrictions, etc., and for broadcasters with respect to construction controls. As such, it's the industry's principal point of contact with NPA. Division is headed by Edmund T. Morris Jr., who is also chairman of DPA's inter-agency Electronics Production Board while on leave from directorship of Westinghouse electronics & X-ray div. Donald S. Parris, former chief of Commerce Dept. consumer durables div., is deputy director. Bureau and section chiefs in newly-approved organizational set-up (recent additions to staff identified in parentheses):

End Equipment Branch, J. A. Milling; radio & TV receivers section, Lee Golder (acting); radio communications equipment section, W. E. Dulin; broadcast & sound equipment section, J. Bernard Joseph; broadcast equipment unit, Donald Cooper (ex-acting chief engineer, WNBW & WRC, Washington); military equipment section, N. C. Harris.

Components Branch, Louis H. Niemann; capacitor & resistor section, R. D. Parker; transformer section, E. MacDonald Nyhen; electron tube section, N. H. Stewart (on leave as section mgr., Westinghouse electronic tube application engineering dept.); special components section, Delmus J. Fagge (acting).

Programs & Requirements Branch, appointment of chief pending; CMP section, O. W. McDaniel Sr.; programs & statistics section, Eric D. Bovet; foreign section, Robert R. Burton (ex-Civil Defense communications div. chief, ex-State Dept. international frequency expert); plant expansion section, William J. Bapst; conservation section, E. W. Glacy.

* * * *

RCA's expansion of electronic tube production facilities received DPA approval this week in form of 2 certificates of necessity for 5-year tax writeoff on new Harrison, N. J., plant facilities to cost estimated $2,879,482. Of this amount, 75% will be subject to rapid amortization. Other certificates granted by DPA during 2 weeks ended Aug. 3 for tax aid in expansion of electronic production facilities: Sylvania, $844,604 at 75% amortization, for production of thyratron tubes at Seneca Falls, N. Y.; Operadio Mfg. Co., $324,500 at 75%, electronic amplifiers, St. Charles, Ill.; Hastings Instrument Co., $255,315 at 80%, electronic receivers & indicators, Hampton, Va.; Eitel-McCollough Inc., $114,329, power tubes, San Bruno, Cal.; Raytheon, $26,264 at 85%, research & development, Waltham, Mass.

Opportunities for subcontractors are suggested in new lists maintained by Navy Material Inspection Service. Lists contain components needed by Navy prime contractors, are kept up to date and are available at the Service's 80 offices. One of principal categories on lists is electronic & electrical items. Subcontractor exhibits to enable small businessmen to examine military items they might make under subcontracts are planned by Armed Forces Regional Councils in Pittsburgh Aug. 15-17, Atlanta Sept. 10-12, Detroit Oct. 29-Nov. 1.

Late applicants for CMP must make their applications conform to consumer durables Order M-47A as it was before the Aug. 2 amendment which permits manufacturers greater latitude in use of materials during current third quarter (Vol. 7:31). NPA made this ruling this week so that manufacturers who filed CMP forms on time won't be penalized by the more restrictive wording of the earlier consumer goods order. Officials say NPA will be lenient in granting adjustments to manufacturers who want to change their product "mix" under CMP in order to meet changing market conditions in fourth quarter.

Manufacturers will still be able to buy some steel, copper and aluminum on open market after Oct. 1, even though all-out CMP is supposed to be in effect by then. This "free area" will be maintained to take care of producers whose applications aren't processed in time to meet October schedules. It's expected to get smaller in November and disappear entirely by year's end.

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Funds for electronic equipment in House military appropriation of $56 billion haven't been itemized separately, but they're believed to total $4-$5 billion (see story, p. 9). In their original requests for $57.6 billion, however, these were among funds Armed Forces asked: Army—$944,616,000, Signal Corps supplies & equipment; $831,000, radio-radar for army boats. Air Force—$473,200,000, electronics & communications equipment; $5,915,000, electronics & communications for Air National Guard. Navy—$441,583,000, Bureau of Ships electronics procurement. These figures probably total less than half of bill's actual funds earmarked for various electronic projects.

Trade Personals: Walter H. Stellner, merchandising v.p., and George R. McDonald, finance v.p., both also directors, have resigned from Motorola—former's plans as yet unannounced, latter says he'll become a gentleman farmer in South Carolina . . . E. W. Merriam, DuMont mgr. of teleset service control, who is chairman of RTMA service committee, and C. W. Cooper, mgr. of service control in New York, have resigned . . . Harold G. Cheney, lamp sales administrator, named sales mgr. of new Westinghouse tube div. under v.p. Eugene W. Ritter, headquartering in Bloomfield, N. J., pending completion of new plant in Elmira, N. Y. . . . Richard E. Laux resigns as president-treasurer of General Instrument Corp. as of Aug. 31, continuing as director; Monte Cohen, president, F. W. Sickles div., elected executive v.p. and Abraham Blumenkrantz, chairman, assumes duties of treasurer . . . Dr. Ivan A. Getting, ex-MIT professor, authority on radar, and for last year chief scientist of Army Air Force, named Raytheon engineering-research v.p. . . . Fred D. Wilson, Capehart-Farnsworth president, will retain that post, in addition to becoming president of Coolerator Co., newly acquired by IT&T (Vol. 7:30) . . . Charles Robbins, Emerson sales v.p., named president of Emerson-Midwest Corp., 512 S. Michigan Ave., Chicago, newly formed Emerson-owned distributor taking over from S. E. Schulman Co.; sales v.p. is Rube Schoenberg and secy.-treas. is Bertha Engel. Stanley M. Abrams is now acting director, Emerson sales . . . John W. Bullock new gen. mgr., Hallicrafters-Chicago Inc.; R. W. Dansby, ex-Texas Wholesalers Inc., named Hallicrafters regional mgr. for Texas, Oklahoma, New Mexico . . . A. Earle Fisher, Westinghouse TV-radio div. merchandising mgr., appointed New England district mgr. . . . Benjamin Wax, treas., Kent Television Inc., elected president of subsidiary Kentcraft Finishing Corp. . . . V. S. Mameyeff, Raytheon, reappointed chairman, RTMA export committee, W. M. Adams of Sprague vice chairman . . . Henry C. L. Johnson, ex-Crosley account executive at Benton & Bowles, now handling RCA account for J. Walter Thompson Co. . . . Carl A. Zehnle, ex-Motorola director of purchases, Sept. 1 becomes v.p., Electronic Supply Corp, Battle Creek, Mich.

Grants of power increases to 19 more stations this week bring total to 41 (see story p. 3). For all previous grants, see Vol. 7:31. This week's authorizations, all permitting full 5-kw transmitter output: WBRC-TV, Birmingham; KNBH, Los Angeles; KFMB-TV, San Diego; WENR-TV & WNBQ, Chicago; WHBF-TV, Rock Island; WFBM-TV, Indianapolis; WOI-TV, Ames-Des Moines; WWJ-TV, Detroit; WKZO-TV, Kalamazoo; WNBF-TV, Binghamton; WCBS-TV & WNBT, New York; WSYR-TV, Syracuse; WCPO-TV, Cincinnati; WNBK, Cleveland; WKY-TV, Oklahoma City; WCAU-TV, Philadelphia; WTVR, Richmond. Applications still pending at week's end: KRON-TV, San Francisco; WBEN-TV, Buffalo; WABD, New York. In addition, KTSL, Los Angeles, and WTTV, Bloomington, request temporary increases pending action on applications to move to new sites.

Broadcasting Inc., formed by group of Atlanta business men offering to pay Atlanta Newspapers Inc. $525,000 for facilities of WCON-TV, last remaining pre-freeze CP holder (Vol. 7:15, 18, 22), was declared by FCC legally, financially and otherwise qualified to hold license—and Commission approved deal in Aug. 9 order (No. 51-815). At same time, FCC rejected oppositions of Georgia Tech's WGST and E. D. Rivers Jr., WEAS, Decatur, Ga., both applicants for TV in Atlanta (Vol. 7:25, 28). Unless there's an appeal, WCON-TV will switch its Channel 2 assignment with WSB-TV's Channel 8, under terms of deal, will go commercial as country's 108th outlet on or about Oct. 1. Its general manager will be William T. Lane, ex-mgr., WAGE, Syracuse; sales manager, Arch Ragan, ex-WAGA-TV; chief engineer, Harvey J. Adelhold, who built WCON-TV and returns to old job from present post with WIBC, Indianapolis. Sale was forced by fact that *Atlanta Journal* and *Constitution* were merged, former owning WSB-TV and latter having built but not yet started operating WCON-TV.

Production of Ford Foundation Workshop's first TV films, to run 15 & 30 minutes, starts in September, reports James Webb Young, consultant in charge of new $1,200,000 project "to produce cultural and public service programs for commercial broadcasters." Head man of Workshop will be announced next week—information on types of shows, producers, stars to follow. TV sendoff, now set for January, follows CBS November radio premiere. Already in production, radio series titled *The People Act* shows how citizens band together to solve community problems. TV output will be offered networks and stations and sponsorship will be permitted.

Whether 1952 political conventions shall be commercially sponsored will be discussed by TV-radio network topkicks at parley Aug. 15 in Washington's Mayflower Hotel with GOP publicity chief William Mylander and radio chief Ed Ingle and their Democratic opposite numbers Charles Vandeventer and Kenneth Fry. They'll simply discuss principles involved, final decisions being up to respective national committee chairmen and their convention arrangements committees.

Congressional baseball investigation will be broadened this fall to cover TV-radio angles, House Monopoly subcommittee announced Aug. 10. Group is considering 3 bills to exempt organized professional sports from anti-trust laws. Rep McCulloch (R-Ohio) protested that bills as now written could kill some small radio stations and "involve the right of 50,000,000 people to see the World Series." Chairman Celler (D-N. Y.) said he will call witnesses from TV, radio, newsreels, FCC.

Printers' Ink predicts total advertising expenditures this year will exceed $6 billion, reporting $5,691,300,000 for 1950, which was up 9.4% from 1949's $5,202,200,000.

FCC's many worries about movie interests and its fears they may dominate or throttle TV will finally be thrashed out, now that Commission this week finally set for hearing (Public Notice 51-814), at unnamed date, all questions involved in old Paramount company's anti-trust violation history, plus plans, policies and management of the companies into which it was split by consent decree (Vol. 4:29, 5:5, et seq). Action automatically delays approval of projected ABC-United Paramount Theatres merger (Vol. 7:21-24, 27) since latter is half of Paramount split. Commission doesn't say how it intends to handle merger hearing. TV stations kept in "limbo," on temporary licenses, pending final decision: Paramount Pictures' KTLA, Los Angeles; DuMont's WABD, New York, WTTG, Washington, WDTV, Pittsburgh; United Paramount's WBKB, Chicago. In issues to be heard, FCC again indicates it's particularly concerned with movies' intentions regarding release of their films and talent to TV (Vol. 7:13-14). Commission intends to go into nature of old Paramount's anti-trust violations, qualifications and policies of all companies' management, all companies' intentions towards theatre TV, ownership of DuMont, etc.

Value of old films to TV is fast fading, through simple deterioration of negatives and prints. Aug. 8 *Variety* carries warning from Richard Griffith, of New York's Museum of Modern Art, that maximum life of celluloid is about 30 years, that poorly processed films of '30s are already crumbling, that cost of duplicating only top films would run into millions, that even major studios are doing little to preserve old epics. Griffith points out, for example, that Museum has only known remaining prints of such movies as *Morocco* (1930), starring Marlene Dietrich, Gary Cooper; *Night Must Fall* (1937), with Robert Montgomery, Rosalind Russell. What's worse, he knows of no existing negatives, so more prints can't be made. Paper prints are partial solution, he says. Library of Congress has made films from paper prints of *Great Train Robbery* (circa 1903).

Worth further note in discursive, rambling article titled "TV's Time of Trouble" in August *Fortune* (Vol. 7:31), pointless rehash mainly of a lot of warmed-over statistics: That neither MGM, Warner nor RKO has as yet set up TV subsidiaries (though Paramount, 20th Century, Columbia, Universal all have); also, that "Wall Street syndicates . . . have been eager to pick up control of some timorous producer, liquidate the company, and realize [via TV] on the sale of the film backlog." Article says that in 1934-45 period alone, Hollywood produced and has stashed away in its vaults 5380 features, 7636 short subjects—"enough to provide [on TV] 9342 hours of entertainment"—and that more film is being made for TV annually than for theatre projection (1000 hours vs. 775 hours). Author coins new symbol for theatre TV: TTV.

Two applications for new VHF stations in Maine, one for UHF in Indiana, were this week's FCC batch, bringing total pending to 428. Community Broadcasting Service, operating WABI, Bangor, seeks Channel 5 there, Channel 6 in Portland; partners are ex-Gov. Horace H. Hildreth and station mgr. Murray Carpenter. UHF Channel No. 59 is sought by WFAM, Lafayette, Ind. [For further details, see *Addenda 13-D* herewith; for list of applications pending, see *TV Factbook 13* with Addenda to date.]

TV's role in Congressional hearings came step closer to being decided by court Aug. 10 when Senate, by 38-12 vote, rejected move by Sen. Cain (R-Wash.) to quash contempt citations against Morris Kleinman and Louis Rothkopf, alleged Cleveland gamblers who refused to testify before Kefauver Committee because hearings were being televised (Vol. 7:8-9, 11-13). Sen. Cain called televised hearings "a vaudeville show" and "an extravaganza."

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WITH AM / FM REPORTS

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PARADOXES ON THE COLOR BATTLEFRONT: Excellent progress in compatible color standardization is reported by manufacturers. At same time, more are beginning to offer their distributors-dealers color adapters and "slave" units on optional basis. They don't find this inconsistent, nor do they seem to fear availability of such items will depress the black-&-white market.

Quite the contrary: They don't think such units will sell, not in quantity at least, yet they're hedging against any eventuality and at same time indicating to FCC their willingness to give CBS-type receiving apparatus a fair whirl.

Admiral and Motorola were first of the big producers to show their distributor conventions color slave units -- to be available "if anybody wants them." There was notable lack of enthusiasm among the tough-minded merchandisers attending meetings, who were said to have placed orders almost entirely for black-&-white sets.

Admiral announced "Color TV Optional," a 10-in. slave unit, plus adapters (see p. 8). Motorola didn't even release any publicity about its 8½-in. sample. Admiral became first major to advertise color to public -- plugging term "color optional" Aug. 17 on its ABC-TV sponsorship of Browns-All Stars grid game in Chicago.

Webster-Chicago started deliveries of its long-promised slave units, says it will have "moderate production" by Oct. 1. It's 10-in., magnified, unpriced but may retail at $200-$250.

And Hallicrafters joined Philco, Westinghouse and others offering or planning to offer adapters. Hallicrafters announced "Color Transcender" adapter, to sell "under $20" so its set owners can get black-&-white from colorcasts, stating:

"We are taking this step to provide a way for Hallicrafters set owners to receive on their present sets any special broadcasts, such as certain East Coast football games now scheduled for color telecasting. We want our set owners to be able to receive all the telecasts made over the free air."

* * * *

Attitude of such manufacturers is summed up by GE's Dr. W.R.G. Baker, chairman of National TV System Committee (NTSC) which is spearheading industry's efforts to perfect a compatible system beyond possibility of FCC rejection:

"A lot of people say they won't do this or that. I think that's a little unfortunate. What do you do when you have a new product? You make a few. We'll make a few. I think everyone will. Let your distribution system feel out the market. That doesn't mean you're convinced these items will sell. You may also give your customers your personal opinion that a superior system is coming.

"A real question is price. Will people buy color at these prices, with a small picture and a rotating mechanical disc?" (CBS has announced first unit as 10-in., magnified, at $500; Vol. 7:29.)

* * * *

Still in quest of distributors, CBS-Columbia Inc. stepped up its campaign with interesting trade ad this week. Its impact on distributors, dealers and public

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remains to be seen -- along with impact of its promised consumer ads in the slick magazines. Aug. 15 full-page ad in Retailing Daily read:

"Get ready for color with the new CBS-Columbia compatible receiver. Internally adapted to receive color broadcasts in black and white." Most noteworthy is use of word "compatible." Only "floor and home demonstration samples" are offered.

CBS got accolade for first baseball colorcast, which was viewable on only few receivers but on which it obviously plans big merchandising peg. Red Smith, Herald Tribune sports columnist, commenting on Dodgers-Braves game, said the "reproduction was excellent, striking and only faintly phony." He noted a few technical flaws such as "slight running of colors" and "rainbow of bats in varying colors." But he thought the colors were "about as good as in Technicolor."

Between baseball and football, CBS obviously intends to pitch hard to plug its color system and receivers -- though unless there's huge demand for color sets and/or adapters, it's hard to see how it can afford to devote very much of its now-increasingly commercial afternoon schedules to small audiences in prospects.

Don't be surprised if CBS, now deep in the struggling manufacturing field, undertakes to buy more plants -- seeking not only production facilities but a badly-needed bolster to its distribution setup. It ought to be able to find sellers among the 90-odd set makers, some of whom obviously can't stand current economic gaff.

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Resumption of compatible color field tests is announced by RCA, to begin Sept. 10 with receivers in NBC's Center and Johnny Victor theatres. First 2 weeks' showings will be primarily for industry -- NBC affiliates, RCA distributors, etc., then they'll be opened to general public. Plans include network feeds to Washington, Philadelphia, Boston, Chicago, perhaps other cities.

Decision on reapproaching FCC hasn't been made, said chairman David Sarnoff (just back from Europe), at Aug. 15 press conference. He doubted whether petition would come before year's end, said he didn't know whether it would be offered by RCA, NTSC or both. He pointed out that RCA is cooperating with NTSC.

"Dual standards" -- FCC approval of both CBS and compatible systems -- are eminently satisfactory to Gen. Sarnoff. In fact, he prefers them to substitution of compatible system for CBS's. "Let the public choose," he said.

Compatible color theatre TV will be demonstrated before year's end, he disclosed, saying that it's compatible with existing theatre TV equipment.

* * * *

NTSC is avoiding expression "color standards" for present, says it's seeking to set up "provisional specifications for field testing." Says Chairman Baker:

"When we've field-tested it to everyone's satisfaction, then we can talk about 'color standards.' We're making better time than I thought we would."

NTSC met Aug. 15, hashed over Panel 13 recommendations (Vol. 7:32), sent slightly revised version back to panel for approval. Everyone anticipates final agreement, preliminary to field tests, at Sept. 18 New York meeting.

Among specifications to be field tested, it's expected following will be included: 3.89-mc color carrier, oscillating color sequence, constant luminance.

Dr. Baker was heartened by Commission's attitude in sending 4 engineering observers to NTSC demonstration last week (Vol. 7:32). He says Chairman Coy has also promised observers for field tests.

Target date of Jan. 1, for presenting completed standards to FCC, is still a good one, Dr. Baker believes.

AT FCC—COOPERATION & SWEET REASON: At the moment, things appear calm at FCC, with time and good faith on part of both Commission and industry beginning to heal even the color-decision wounds, particularly those caused by the clumsy bracket-standards meat-ax (Vol. 6:35 et seq).

Maybe it's true peace. May it's mere armed truce while FCC and industry pursue urgent common goal -- the too-long-delayed expansion of TV. There's no question that "end-the-freeze" is by far most important factor conducing to cooperation.

It also stems partly from new key staff, whose attitude appears to be less Big Government, less punitive, than that which seemed to motivate some earlier authorities. Possibly it's also due to sober fact that cat-&-mouse tactics have produced no public-interest results. But you can't tell about the Commission.

"Don't get any idea we're just working for your industry," said one commissioner, who nevertheless agreed the FCC atmosphere is now clearer. "We have always tried to work for the public interest, and we're not going to be run by anybody." This member deplored the ruckus over color TV, probably the most bitterly controversial issue in all the history of radio regulation.

He thinks color case was greatly overemphasized, though admits its economic impact was greater than anticipated. He regrets issue went to court, though does not blame the principals. He feels "open door policy" respecting any new and better system than the one chosen is all the industry has right to expect. Decision, he believes, was "the right one on the record." But so far as he's concerned, "open door" means just that -- and he will gladly welcome anything that proves superior.

* * * *

Fact is that FCC is now keenly concerned with getting things done in TV. Some members are really disturbed by delays caused by color squabble, which accounts for at least one of the 3 years of TV freeze. Now we see these salutary moves:

(1) Streamlining of end-of-freeze procedures, through "paper" hearings (Vol. 7:30) solicited by FCC and assented to by industry.

(2) Lifting of TV station powers to enable them to give better and wider service (Vol. 7:30 et seq). Everybody gains, nobody loses, by this belated move.

(3) Sending of FCC's 4 top technicians to view advance tests of compatible color system being developed under all-industry auspices (NTSC). That, too, is all to the good, presages formal reopening of color case on more objective, less emotional, even friendlier basis. Meanwhile, commissioners can't hide their curiosity about great new developments reported (Vol. 7:31 et seq) -- and no less a critic than Comr. Jones frankly says he's intensely interested in seeing them.

(When history of color imbroglio is written, Jones' pressure upon industry, though sometimes harsh and acrimonious, will undoubtedly be credited with giving country color TV, whichever system, ahead of time it would otherwise have emerged.)

(4) Traveling of commissioners to Bridgeport to inspect uhf progress. They unstintingly give industry pat on the back for it (Vol. 7:25-26).

(5) Encouraging rather than clubbing industry into coming up with answers to admittedly acute oscillator radiation problem (Vol. 7:4,11,20,23).

(6) Withholding of force on TV programming problems, giving industry reasonable time to clean its own new and still-cluttered house -- task now well in hands of NARTB-TV committee (Vol. 7:16 et seq).

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Another development that has telecasters as well as broadcasters feeling well-disposed: FCC counsel has written opinion saying it hasn't authority, as condition of license, to fix percentage of broadcast time to be devoted to educational programs. Opinion says FCC "will not prescribe any fixed quantitative program standards for non-specialized broadcast stations."

True, a majority gave nod to Comr. Hennock's channels-for-education scheme, but some members think few if any institutions can get wherewithal to build, let alone operate, such inevitably expensive projects on non-commercial basis. Comr. Hennock right now maintains discreet and -- for her -- unusual silence pending action on her Federal judgeship, still bottled up in Senate committee (see p. 10).

Chairman Coy returned from vacation this week, still under doctor's orders. It won't be surprising if health forces him to quit before year ends. He's had handsome offers, most prior to his June reappointment. He's represented as feeling the reappointment vindicated his administration. Now that he has machinery set up for ending freeze, he could resign knowing groundwork is laid for orderly buildup of the TV structure. But he isn't saying anything about his plans, if he has any.

TEMPORARY power increases, permitted under recent FCC order (Vol. 7:30-32), have been granted 42 stations. Following table, prepared from FCC sources, shows old and new effective radiated powers (ERP). Your copy of our *TV Factbook No. 13* may be brought up to date by entering new ERPs. Powers are for visual ERP, expressed in kilowatts.

Station & City	Old ERP	New ERP
WBRC-TV, Birmingham	12.2	15
KNBH, Los Angeles	15	25.2
KPIX, San Francisco	29.9	30.5
KFMB-TV, San Diego	20	27.4
WDEL-TV, Wilmington	.476	.680
WTVJ, Miami	1.45	16.5
WAGA-TV, Atlanta	18	26.5
WBKB, Chicago	11	25.2
WENR-TV, Chicago	25	28.3
WGN-TV, Chicago	11.2	29
WNBQ, Chicago	21.8	23.2
WHBF-TV, Rock Island	11	23.3
WFBM-TV, Indianapolis	28.2	30.8
WOI-TV, Ames (Des Moines)	13	15.7
WAVE-TV, Louisville	7	24
WHAS-TV, Louisville	9.6	50
WWJ-TV, Detroit	13.7	20.5
WKZO-TV, Kalamazoo	8	15.7
KMTV, Omaha	11.7	16.7
WNBF-TV, Binghamton	12	23.5
WCBS-TV New York	13.7	20.1
WJZ-TV, New York	3	16.3
WNBT, New York	5.2	*18.3
WOR-TV, New York	9	22
WPIX, New York	3.6	21.7
WHAM-TV, Rochester	16.7	22
WHEN, Syracuse	15	27
WSYR-TV, Syracuse	23	26
WKTV, Utica	13	25
WCPO-TV, Cincinnati	21	24
WNBK, Cleveland	15	17.9
WXEL, Cleveland	21	25.6
WTVN, Columbus	6	19.7
WKY-TV, Oklahoma City	12	16.9
WICU, Erie	2	3
WJAC-TV, Johnstown	6.5	9.3
WGAL-TV, Lancaster	**.88	**.9
WCAU-TV, Philadelphia	25	28.3
WSM-TV, Nashville	14.4	23.8
KRLD-TV, Dallas	15.1	27
WTVR, Richmond	12.16	17.2
WSAZ-TV, Huntington	12	16.7

* Temporarily reduced to 14.5 kw and antenna rephased to fill in nulls. ** Aural power only.

Prospects are good, NARTB reports, for TV's inclusion in Dept. of Commerce's essential industries list. Association executives headed by president Harold Fellows appeared Aug. 15 before technical subcommittee of govt.'s inter-agency Committee on Essential Activities & Critical Occupations, made such good case that they felt able to report "it looks hopeful both radio and TV soon will be listed." Industry spokesmen emphasized that TV-radio stations operate with few manpower reserves in most cases, might be unable to meet "minimum civilian requirements" in sudden emergencies. NARTB engineering chief Neal McNaughten said stations throughout country are now asking for operator relief at rate of about one a day, because so many engineers are being called up as reservists. NARTB case was bolstered by Civil Service Commission's Richard E. Scneder, who testified Commission regarded TV-radio as essential to its activities.

Two more hot boxing matches were snagged by Theatre Network TV Inc. (Nathan Halpern)—Ray Robinson-Randy Turpin return middleweight match Sept. 12 and Willie Pep-Sandy Sadler featherweight title event Sept. 26, both from New York Polo Grounds. Some 20 theatres are due to be tied in for latter, including for first time houses in St. Louis, Detroit, Minneapolis. Reportedly, Pabst tried to get Robinson-Turpin match for home-TV sponsorship, but was deterred by cost and dangers of rain causing postponement. Pabst does have Aug. 22 Joey Maxim-Bob Murphy light-heavyweight and Aug. 29 Kid Gavilan-Billy Graham welterweight matches set for CBS, both TV & radio.

RADIO and TV station construction may be authorized by NPA (Vol. 7:32), but new outlets in well-served markets will be particularly hard to justify if they ask for large amounts of scarce materials—meaning, mainly, structural steel. First station in new market will have easier time of it, but you can expect NPA to ask whether every materials-saving alternative has been exhausted—use of existing towers, etc.

That's sizeup by top mobilization officials as NPA this week set up 4 priorities for various kinds of construction to be alloted controlled materials during fourth quarter. TV-radio falls in lowest group, along with office buildings, stores, service facilities, etc.

"Very rough fourth and first quarters," is way it's put. But since few if any TV stations will be authorized by FCC before end of first 1952 quarter, it's latter 1952 that really counts.

"Situation could ease somewhat then," said one official, "depending upon whether or not Congress appropriates a lot of money for heavy military construction."

Atlanta's new TV outlet, authorized by FCC last week when it approved sale of WSB-TV facilities to local group while WSB-TV takes over facilities of CP holder WCON-TV (Vol. 7:32), may be stymied by court action—counsel for Georgia Tech's WGST, Atlanta, petitioning FCC this week to stay and reconsider grants. Wording of petition makes it apparent WGST counsel Paul Porter, onetime FCC chairman, is laying groundwork for appeal and request for court order staying Commission's decision. Present plans of new owners are to take over Channel 8 facilities of WSB-TV from *Atlanta Journal* Sept. 30, assuming WCON-TV's Channel 2 and the 1063-ft. tower built for WCON-TV. Now operating experimentally, plant requires more work before Cox newspaper interests can put it into full commercial operation, when it would become nation's 108th TV outlet.

Two more requests for power boosts, under recent FCC ruling (Vol. 7:30-32), arrived at FCC this week from KPIX, San Francisco, and WLAV-TV, Grand Rapids. Former has already been granted, bringing number of station hikes to 42. All stations are beating drums about increases, generally in proportion to amount of increase. For example, Pulse survey for New York's WJZ-TV showed 90% of fringe viewers reporting improved reception from station's 5½-times power hike and move to permanent Empire State Bldg. antenna. Survey found 77% of viewers reporting "good" or "excellent" reception after boost, compared with 28% previously.

Three applications for new vhf stations, one for uhf, were filed with FCC this week, bringing total pending to 432. The vhf applicants: Cowles newspaper interests *(Minneapolis Star* and *Tribune)*, seeking Channel 9; KFDM, Beaumont, Tex., Channel 6; KHMO, Hannibal, Mo. (Lee Newspapers' *Courier-Post)*, Channel 7. UHF Channel 39 is sought by Steinman interests for Allentown, Pa.; they own WEST, in nearby Easton, various other AM stations, plus WGAL-TV & WDEL-TV. [For further details about these applications, see *TV Addenda 13-F* herewith; for listings of all pending applications, see *TV Factbook No. 13* and Addenda to date.]

Elliott Roosevelt, onetime Hearst Radio executive, now with interests in Marathon, on the Florida keys, heads Miami-TV Inc., new corporation formed to apply for new TV station in Miami. He's associated with ex-Gov. E. D. Rivers, of Georgia, who owns AM station WGAF, Valdosta, Ga. Miami now has one station (WTVJ) and 6 applicants already have filed for its proposed allocation of total of 4 vhf channels (see *TV Factbook No. 13).*

Personal Notes: Joseph H. McConnell, NBC president, and Mrs. McConnell, with Mr. & Mrs. R. S. Reynolds Jr. going to Europe for recordings on Sept. 16 (and broadcasts via BBC) of Talullah Bankhead's 90-min. *Big Show*, for which she's taking entire troupe. Shows are to be carried on NBC (AM) under Reynolds Metals Co. sponsorship Sept. 30 & Oct. 7. NBC program v.p. Charles C. Barry and Williams F. Brooks, with ex-v.p. John Royal, going to Europe in advance to make arrangements . . . Robert Saudek, ABC v.p., Sept. 6 joins Ford Foundation's new TV-Radio Workshop (Vol. 7:32) as director, with offices at 655 Madison Ave., N. Y.; his duties as director of public affairs, research, advertising & promotion taken over by John W. Pacey, acting, with Art Donegan acting mgr. of publicity dept. . . . Merle S. Jones, newly named CBS-TV v.p in charge of stations & general services, arrived in New York Aug. 13 to assume duties, but for awhile he'll commute between New York and Los Angeles while winding up duties as gen. mgr. of CBS's KTSL & KNX and the CBS Pacific Network . . . Lorin S. Myers, ex-NBC-TV, joins CBS-TV Aug. 20 as market research counsel . . . E. Carlton Winckler, ex-ABC-TV, Hollywood, Aug. 20 becomes gen. mgr., CBS-TV program dept. . . . Karl R. Sutphin, ex-ABC, joins BBDO as TV-radio account executive for Libby's frozen foods div. . . . Norman S. Livingston resigns as WOR-TV commercial program director to become v.p., Roy S. Durstine Inc. . . . John Pival promoted to mgr., WXYZ-TV, Detroit, Peter Strand taking over as program mgr., according to James G. Riddell, president . . . George Cranston, mgr. of WBAP & WBAP-TV, Ft. Worth, sailed Aug. 17 for European vacation, during which he and Mrs. Cranston will visit their son Maj. Robert Cranston, attached to Gen. Eisenhower's staff . . . Richard S. Jackson, ex-WAVE-TV, Louisville, appointed asst. TV-radio director, J. M. Mathes Inc. . . . Jack Holmes, ex-Ziv TV, joins James McBride Adv. Agency, Fort Worth, now known as McBride & Holmes Adv. . . . Steve Beard, ex-Tracy-Locke, Dallas, joins John Blair Co. Dallas office . . . H. Douglas Johnson appointed v.p.-mgr. of WAGE, Syracuse, succeeding William T. Lane, appointed mgr. of new WCON-TV, Atlanta (Vol. 7:32) . . . Raymond Lewis, chief investigator, FCC Hearing Div., with Commission since 1940, joins Wage Stabilization Board's industrial relations div. as supervisor.

Network Accounts: Philip Morris starts *I Love Lucy* with Lucille Ball and Desi Arnaz Oct. 15 on CBS-TV, Mon. 9-9:30, thru Biow . . . Procter & Gamble (Joy, Lilt, Spic & Span) sponsor *Search for Tomorrow* on CBS-TV, Mon.-Fri. 12:30-12:45 starting Sept. 3, thru Biow . . . American Home Products Sept. 24 starts *Love of Life* on CBS-TV, Mon.-Fri. 12:15-12:30 . . . General Foods (Jell-O) Aug. 26 starts Jackie Kelk as *Young Mr. Bobbin* on NBC-TV, Sun. 7:30-8, thru Young & Rubicam . . . Hollywood Candy Co. (candy) sponsors *Hollywood Junior Circus* starting Sept. 8 on ABC-TV, alt. Sat. 10:30-11 a.m., thru Ruthrauff & Ryan . . . International Shoe Co. (Red Goose shoes) starts *Kids & Co.* Sept. 1 on DuMont, Sat. 11-11:30 a.m., thru Westheimer & Block, St. Louis . . . Bigelow-Sanford Carpet Co. (carpets & rugs) starts series of films Sept. 6 on DuMont, Thu. 10-11, thru Young & Rubicam . . . *Kukla, Fran & Ollie* returns Aug. 27 to NBC-TV, Mon.-Fri. 7-7:30, with RCA sponsoring Mon. segment, Procter & Gamble (Tide, Camay, Drene) Tue. & Fri., National Biscuit Co. Wed., Life Magazine Thu. . . . Schick Inc.'s anti-crime show with Rudolph Halley changes starting date from Sept. 4 to Sept. 18 on CBS-TV, Tue. 9-9:30; *Gangbuster* title dropped . . . Lucky Strike brings *Your Hit Parade* back Sept. 8 to NBC-TV, Sat. 10:30-11, thru BBD&O . . . Lever Bros. (Lux soap) resumes *Lux Video Theatre* Aug. 27 on CBS-TV, Mon. 8-8:30 . . . Kaiser-Frazer Sales Corp. (Kaiser, Frazer, Henry J) resumes *Adventures of Ellery Queen* Sept. 13 on DuMont, Thu. 9-9:30, thru Wm. Weintraub . . . General Cigar Co. (Robert Burns, White Owl, etc.) reported readying sponsorship of sports feature on CBS-TV, Wed. for 15 min. following fights.

Station Accounts: Though it has no stores in Pittsburgh, S. A. Meyer jewelry chain, largest jewelry firm in western Pennsylvania, has purchased studio variety show *Mr. & Mrs. Melody* on WDTV, Mon. 3:15-3:30, thru Friedman & Riech, Pittsburgh . . . Strauss Stores, big New York automotive goods chain, sponsoring wrestling on WABD Sat. nights, with Car-Hop Inc. (auto accessories), Susquehanna Mills (plastic seat covers) and Simoniz (wax) as cooperating sponsors, placed thru Products Service Inc., N. Y. . . . New York's WPIX, hiking "A" time from $1200 to $1500 an hour Sept. 15, "B" time from $900 to $1125, advertised in N. Y. newspapers this week with impressive list of 45 local advertisers & agencies, plus spots carried for theatres showing Columbia Picture's *Born Yesterday*, RKO's *Hard, Fast & Beautiful* and *The Thing*, MGM's *Kim* . . . Continental Oil Co. (Conoco), after hiatus of 15 years from radio, got such good sales from TV & radio spots plugging new motor oil that it has increased TV spot campaign to 6-a-week on 20 stations year round ($200,000 budget), radio to 4-a-day on 95 stations ($400,000), thru Detroit office, Geyer, Newell & Ganger. So reports Aug. 13 *Sponsor Magazine* in success story titled "Conoco Hits a Gusher" . . . Parents Institute *(Parents Magazine)*, to promote *Compact*, new magazine for teen-age girls, plans to use TV . . . Fifth Army recruiting, planning TV-radio, has shifted account to Fuller & Smith & Ross, Chicago . . . Toni Co. including TV in big plans for promotion of new home permanent wave called "Prom," thru Foote, Cone & Belding, Chicago . . . W. A. Sheaffer Pen Co. offering dealers series of 16 slides on 35mm for 20-second spots to be placed locally . . . Jacob Ruppert Brewery takes sponsorship of Allen Funt's *Candid Camera* on WJZ-TV Aug. 27, Mon.-Wed.-Fri. 7:15-7:30 . . . Mell O. Haldeman Corp., distributor of A. O. Smith water heaters, Aug. 31 begins *Tom Harmon's Sports News* on KTSL, Los Angeles, Fri. 7:35-7:40, thru Byron H. Brown & Staff, Los Angeles . . . Harvey Lumber Co.'s *Dr. Fixum's Household Hospital* on WENR-TV, Chicago, being filmed by Vogue Wright Studios for syndication . . . Local Ford dealers sponsoring 11 Sunday films of U of Kentucky grid games on WHAS-TV, Louisville, thru J. Walter Thompson, Cincinnati . . . Among other advertisers reported using or preparing to use TV: Citation Hat Co. (hats), thru Jones Frankel Co., Chicago; Champion Spark Plug Co. (spark plugs), thru J. Walter Thompson, N. Y.; Son-Chief Electrics Inc. (toasters, grills & heaters), thru H. B. Humphrey, Alley & Richards, N. Y.; Wilson & Co. (B-V meat extract), thru Ewell & Thurber Associates, Chicago; Larsen Co. (Veg-All mixed vegetables), thru Campbell-Mithun Inc., Chicago.

CBS-TV distributing 55-p. booklet titled *Five Big Reasons for Getting Into Daytime Television—Now!* Reasons stated: keep ahead of competition, messages to large housewife audiences, low cost-per-thousand, proven impact of daytime TV, obtain valuable daytime period. Pertinent points made in CBS-TV presentation: that 64 (of the 107) stations by fall will be on program schedules beginning by 10 a.m., 99 by noon; that average percentage of TVs tuned in 1-5 p.m. has doubled in last year—from 8.3% to 15.6%; that 39% of viewers watch TV sometime between 9 a.m. & 5 p.m.; that women watch daytime TV average of 2 hours, 52 minutes a day; that big sponsors are buying daytime TV more and more (21 now, whereas in June 1950 there was only one such sponsor), with Procter & Gamble alone buying 22 daytime quarter-hours weekly.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
August 18, 1951

RCA CUTS LISTS ON 9 MODELS $30-$115: In drastic move to unload inventory, RCA Victor as of Sept. 1 reduces list prices of all 9 models in present line -- cuts ranging from $30 to $115. On or about Aug. 27, it will announce to trade 10 new "super-sets" at lists of $225 to $495. Big advertising and promotion campaign breaks Sept. 16 with 2100-line newspaper ads in every major market, similar space Sept. 24 & Oct. 1. Reduced prices also will be featured in Sept. 24 Life and big splurges on TV-radio.

"Market stimulation plan" is what company calls new merchandising program, to run "for a limited time only". "The dealers can look forward to rapid profitable sales of RCA Victor's current receivers as long as they last, and when new models are introduced they will be sold at normal margins," said v.p. Joseph B. Elliott.

Models reduced are 14-in. table Bentley (4T101), from $219.95 to $179.95; 17-in. table Newport (7T103), from $269.95 to $239.95; 17-in. table ensemble Kent (7T104), from $299.95 to $259.95; 17-in. console Highland (7T112), from $359.50 to $289.95; 17-in. console Fairfield (7T122), from $389.50 to $299.95; 17-in. console Regency (7T123), from $415 to $329.95; 17-in. combination Winston (7T132), from $495 to $395; 19-in. table ensemble York (9T105), from $419.45 to $339.95; 19-in. console Hillsdale (9T126), from $475 to $359.95.

Trade circles say RCA is merely formalizing reductions already being offered by dealers without authorization in their eager efforts to unload -- but big promotion's impact on market as whole will be watched carefully. RCA calls it "move to revitalize the TV market and achieve maximum customer traffic."

NO BUYING SURGE YET—BUT HOPES HIGH: Chief characteristics of new "1952 models" now being introduced by the manufacturers, even in face of still-heavy inventories, are that (1) they're generally priced downward; (2) they're nearly all adaptable to uhf as and when such stations materialize, good year or more hence; (3) some are suitable for color "slave" attachments, with adapters available to get black-&-white from color transmissions; (4) they're otherwise little different from this year's earlier models -- in some cases actually the same, with a bit of "face-lifting".

Caution is the main tendency among makers and sellers as the autumn season approaches, with its promise of improved demand. No great surge of output has begun yet, nor has any buying rush developed. But better retailing days are being reported -- and the signs all point to a "return to normalcy" after Labor Day.

Even more than easier credit terms, the upcoming new program offerings of the networks -- big-name shows plus some football plus World Series in October plus telecasts from Hollywood after Nov. 1 -- are expected to provide prime stimulus to revival of set buying. "Saturation" is still far away in most TV areas.

* * * *

It's much too early to report positively about any trend in a trade whose plunge from a sellers' to buyers' market caught nearly all by surprise when it began last March. But prevailing feeling among manufacturers and distributors is one of high optimism. Some retailers, too, share this feeling. Sales have picked up in last few weeks -- portending good possibility that supply and demand may be brought into balance by traditional autumn peak season.

Crosley's W.A. Blees, an old marketing hand, schooled in the ups and downs of pioneer automotive sales, diagnoses the factors making for upswing in appliance and TV sales after Labor Day thus:

(1) Heavy "scare" buying during 6 months after outbreak of Korean War, inactivity that followed, were "like a person who has eaten a heavy meal and must digest it before becoming hungry again." Blees thinks public has digested heavy volume of "scare" purchases and is now ready to resume buying.

(2) International and domestic crises have left public "very tired" -- too weary to plan, budget, shop for durable goods wanted and needed. Public now takes

these crises in stride, is "recuperating from its emotional fatigue" and "there is developing a generally healthier atmosphere in which industrial and merchandising activities necessary to a sound civilian economy can be carried on."

(3) "More practical consumer credit controls...should accelerate increased buying trend this fall. "We are, in fact, already noticing the salutary effects..."

(4) Aggressive new selling, advertising and promotional drives this fall will stimulate sales.

* * * *

Olympic's Percy L. Schoenen says retail sales have already improved so much that consumer demand now exceeds factory production -- probably true, in light of hugely curtailed production (see latest figures below). He thinks total TV output may go as high as 2,000,000 sets in third and fourth quarters, making 5,300,000 for year as against the 7,500,000 of 1950.

But he's probably high, considering that only about 200,000 sets were made during first 6 weeks of this second half, and there's still plenty of inventory. Also, there's now inescapable fact certain basic materials are definitely limited.

RCA consumer products v.p. Joseph B. Elliott sizes up market outlook thus: "With millions of people employed and billions of expendable dollars available, this country may be approaching the biggest retail season in its history. Economists say the sales potential is higher than ever before."

Only clouds on trade horizon seem to be (1) dumping of excessive inventories at distress prices; (2) possible effects of color promotion on prospective purchasers -- some in trade feel many will decide not to buy now but "wait for color," even though long wait is indicated in view of inevitably limited production.

* * * *

Production was still way down week ending Aug. 10 -- RTMA reporting only 43,359 units (2039 private label) compared to 51,219 week before (Vol. 7:32) and a far cry from the 175,000 turned out in comparable 1950 week (Vol. 6:36).

But factory inventories turned downward for first time since last March, though only slightly. Figure was 765,916 units as of Aug. 10, compared with 768,766 one week earlier. This is much too narrow margin to say it betokens trend -- yet.

Week's radios totaled 231,479 (113,970 private label), not much change from preceding week, and factory inventory went down to 362,643 from 394,223 (Vol. 7:32). Week's radios were: 112,830 home sets, 30,920 portables, 87,729 auto.

Trade Miscellany: Westinghouse TV-radio div. starts limited production Sept. 4 in new 400,000 sq. ft. plant near Metuchen, N. J., began hiring this week—takes on 50 first month, about 200 by end of year, mostly women assemblers to work on defense contracts; original plan to use plant to triple TV production postponed . . . Deltronic Corp., 9010 Ballanca St., Los Angeles, established as subsidiary of Signal Oil & Gas Co., for research, development and manufacture of electronic equipment and subcontract work; George Urey, ex-RCA, named gen. mgr., Leonard Larson sales mgr. . . . "Beam-Bender" passive relay, for re-directing 7000-mc microwave TV signals to points not within line of sight, is offered by Technicraft Laboratories, Thomaston, Conn. Device comprises parabolic antenna, is unpowered, contains no tubes . . . Diamond Power Specialty Co., Lancaster, O., has been licensed by IT&T to use Farnsworth dissector tube and other patents in manufacture of its "Utiliscope" system of industrial TV . . . Tele-tone reports $1,000,000 order for telephone-telegraph signal units for Army on subcontract from Kellogg Switchboard . . . One-day walkout of 225 TV tube assemblers in GE Syracuse works ended Aug. 15; they simply said they attended a union (UEW-CIO) meeting . . . GE tube div. has taken long-term lease on Garden State bus lines building in Clifton, N. J., its 50,000 sq. ft. to be used for warehousing tubes and parts handled out of Schenectady.

Trade Personals: Ross Siragusa, Admiral, off with 2 sons for several weeks of big game hunting in Alaska; he uses bow and arrows, no gun . . . RCA's Vladimir K. Zworykin called "the Tom Edison of TV" in "New York Close-Up" sketch in Aug. 17 *Herald Tribune* . . . Dr. Henry M. O'Bryan, since 1947 asst. executive secy., National Research & Development Board, appointed mgr., Sylvania physics lab, Bayside . . . Gardiner C. Greene, ex-president, Workshop Associates, Needham, Mass., appointed v.p. in charge of Gabriel Co.'s electronics divisions, including Workshop Associates and Ward Products Co., Cleveland, both recently acquired . . . Milton R. Neaman, ex-Soft-Lite Lens Co., Bay State Optical Co., Lansing Associates, Burroughs Optomat Inc., appointed senior attorney, newly formed CBS Laboratories Div. . . .Max Epstein, gen. mgr., elected v.p. & director of Royal Wood Products Mfg. Co., cabinet-making subsidiary of CBS-Columbia Inc., acquired in recent Hytron-Air King merger . . . Joseph H. Kerner, ex-TV Development Corp., joins Blonder-Tongue Labs, Mt. Vernon, as sales mgr. . . . Robert R. Parks named Sentinel sales mgr. under E. G. May, now holding title of director of sales . . . George R. Faustman named general factory mgr. Bendix Radio, succeeding Edward F. Kolar, named gen. mgr. of Bendix Red Bank div. . . . Samuel J. Brechner succeeds Charles Andress, resigned, as sales mgr., Admiral-New York . . . Arthur L. Rathburn named supt. of Hoffman Radio's 7 Los Angeles plants.

Topics & Trends of TV Trade: Production of automatic-focusing picture tubes (Vol. 7:20-21) is now under way in DuMont and GE plants. Former is making 17 & 20-in.; latter has started 17-in., plans 21-in. later, using both spherical and cylindrical face plates. New tubes use no focusing controls, coils, network resistors or mechanical focusers—thus save considerable amounts of scarce materials. Manufacturers stress easy substitution for old tubes.

GE isn't making much noise about it, but apparently has met considerable success in marketing its 24-in. picture tube, with quite a few manufacturers offering it in new sets. It's too early yet to discern public reaction to it as next step up from increasingly popular 20-in.

* * * *

Admiral showed its distributors, at Chicago meetings Aug. 17-18, additions to line starting with 14-in. plastic table at $160 and 17-in. plastic table at $200, both mahogany finish. The 20-in. tables (prices all rounded out) are $280 in walnut, $290 mahogany, $300 blonde; 20-in. open consoles $330, $340 & $360; 20-in. combinations $470, $500 & $520; 17-in. consolettes $260, $270 & $290; 17-in. combinations $380, $400 & $420.

Prices are scaled downward from previous comparable models, and Admiral offers "quick conversion" of any of its 2,000,000 sets now in use with uhf strip that can be fitted in matter of minutes "with a flick of the wrist." Also shown was a 10-in. color "slave" unit, unpriced, to be made available as and if there's demand "now or at any time in the future." When plugged into an Admiral set, adapter switch provides for (1) usual black-&-white, (2) CBS-type color in black-&-white, (3) reduction of size of picture for color.

Admiral's sales v.p. Richard Graver made it clear Admiral has not changed its attitude "against mechanical color," still thinks color should not have been authorized until compatible electronic system was perfected, expects latter in near future. Some dealers will get models of "slave" unit to deliver if demanded, but they're instructed to brief customers clearly on obsolescence factors.

Admiral line also includes clock radios at $30 in ebony, $33 mahogany, $35 ivory; radio-phono tables at $60 in ebony, $80 mahogany; console combinations at $170 walnut, $180 mahogany, $190 blonde.

* * * *

Crosley sticks to 17 & 20-in. sizes in the 21 new models it introduced, along with 5 freezers and 9 electric ranges, at Savoy-Plaza meeting in New York Aug. 14. No new radios were brought out, nor were any TV holdovers shown. All new TVs have plug-ins for color converters, or slave units, as and when available, and for uhf when ready—latter to be tunable with Crosley's own "Ultratuner" that can be attached by layman and will cost "under $50" (Vol. 7:15). Warranty on all is flat $10.

Crosley models now bear famous names in addition to conventional model numbers, line starting with 17-in. table at $249.95. Other 17-in. tables are (prices rounded out) *John Philip Sousa*, $280 mahogany & $290 blonde. The 17-in. consoles: *Walter Hampden*, modern, open-faced, $330 & $340; *Stephen Foster*, 18th Century traditional, half-doors, $370; *George Arliss*, same in modern, blonde, $390; *Sarah Bernhardt*, French Provincial, maple, half-doors, $390; latter 3 with radio-phono and pull-out drawer, $100 extra each; *Lillian Russell*, Regency, full doors, $400; *Jenny Lind*, same in modern blonde, $420; *Otis Skinner*, early American, mahogany, $575; same in maple $595.

Six 20-in. models, all consoles, are: *Mary Garden*, modern, $400 & $420; *David Garrick*, 18th Century, half doors, $450 & $470; *Enrico Caruso*, Georgian, full doors, with AM-FM-3 speed, $795.

Motorola's publicity, in introducing 16 new models at distributor meeting in Chicago's Hotel Stevens, stressed lowered prices ranging from $50 to $100 under similar sets in line shown last January. Self-contained plug-in unit for uhf, simply attachable to any Motorola set, will be offered at $49.95; built-in at factory, only the knob showing, it will cost $40. No new combinations were introduced.

Motorola also showed color "slave" unit, with 8½-in. tube magnified to 10-in., said it will be available if there's any demand. It was unpriced since no production schedules are set.

Line begins with 14-in. mahogany wood table model at $170, blonde $190 (figures rounded out). Three 17-in. table models include plastic at $200, mahogany $240, limed oak $260. Four 17-in. open consoles are $270 & $300 in mahogany, $290 & $320 in limed oak. The 17-in. consoles with doors are mahogany $330, oak $350, maple $350. Two 20-in. table models are $300 (attachable legs $10 extra), oak $330 (legs included.) Open-face console at top of line is $360, with doors $390.

* * * *

Philadelphia Electrical Assn. reports June TV unit sales in area at 5761, valued at $1,719,191 retail (average price $295), down 52% in units, 42% in value from June 1950. For first 6 months of year, unit sales were 103,186 valued at $35,051,456 (average $339) vs. 150,912 at $41,-259,511 ($273) same period last year. Total sales in all 1950 were 364,233 units; in 1949, 220,366; 1948, 82,606; up to Dec. 31, 1947, 18,672—total 789,063 to June 30, 1951. Report covers sales of 18 top brands in area.

County-by-county shipments of TV sets to dealers, reported monthly by RTMA, added up to 2,470,954 for 26 weeks ended June 29, as against first half's total production of 2,199,669 units (Vol. 7:17). June shipments were 160,308, down 74,000 from May. Copies of detailed report available from RTMA, Washington.

Sentinel sales chief Robert Parks says TV sales have picked up to "about halfway point toward a normal market," thinks sales will really get good about mid-September. Company's production is about 69% of same time last year, he said. New models are lower priced, 17-in. table at $260 comparing with $290 for predecessor, 17-in. console at $300 is $50 down, 20-in. console at $470 is $20 less.

RTMA chairman Robert C. Sprague has appointed Leslie E. Woods, Raytheon, chairman of industrial relations committee, Harvey Stephens, International Resistance, vice chairman; reappointed A. M. Freeman, RCA, chairman of tax committee; reappointed John B. Swan, Philco, chairman of traffic committee, W. L. Fogelson, Mallory, vice chairman.

Official fall market of American Furniture Mart, Chicago, set for Oct. 22-27, called off after poll of tenants.

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"Psychological peacefare," as opposed to psychological warfare, was suggested by Brig. Gen. David Sarnoff, RCA chairman, in interview Aug. 15 following return from Europe—and he urged appropriations as high as $500,000,-000 if needed in order to get Voice of America's messages through the Iron Curtain. He suggested new govt. agency to handle Voice of America, patterned after British Ministry of Information, its head having Cabinet rank and having advice of nation's best minds. Voice is doing better job than before, he said, but it's mere wishful thinking to expect shortwaves to pierce barriers and combat Russia's jamming and propaganda. Since most Europeans listen regularly to standard stations, Gen. Sarnoff suggested European nations could contribute to effort by letting Voice use their local facilities as part repayment for economic aid we're giving them.

Mobilization Notes: "Take the electronics thing. My God! They are conceiving things that are just amazing, but awfully intricate to build."

Speaker was mobilization chief Charles Wilson, testifying secretly before House Appropriations Committee 2 weeks ago. His testimony released Aug. 16, and included therein was statement that production of electronic equipment has increased 300% in the last 6 months, and another 300% is expected in last half of this year. Electronic gear on some planes, he observed, was now costing more than the entire plane cost in the last war.

He said steel output is 7% better than year ago, will be 9% better in another year. Aluminum and copper shortages are serious, he said. Over-all military spending is now running at rate of $1.5 billion a month, will accelerate to $3 billion a month in a year—with $10 billion in orders placed during last 3 months, $49 billion now outstanding.

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A 60-day "breather" on certificates of necessity, which permit 5-year tax amortization, was called this week by Mobilization Director Charles Wilson. Said Wilson, in letter to DPA Administrator Manly Fleischmann asking moratorium to begin Aug. 18: "The extremely tight situation in the availability of critical materials, such as structural steel, makes it unlikely that new facility construction beyond that now planned can proceed for several months except for the most urgent projects." He asked for "minimum of exceptions."

Most recent list of certificates, covering Aug. 3-10, includes 3 electronics firms: GE, Bridgeport, electronic equipment, $131,700, of which 75% can be amortized over 5-year period; Transducer Corp., Boston, research & development, $11,376, and electronic equipment, $11,177, both 75%; Transformer Engineers, Pasadena, electronic equipment, $13,453, 75%. In addition, DPA authorized 2 emergency loans for electronics firms during July 27-Aug. 9 period: Varian Associates, San Carlos, Cal., $1,520,000 for expansion of research, development and production facilities; Lear Inc., Grand Rapids, $863,000 to buy machinery and retire debt.

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Slow rate of CMP applications for fourth-quarter allotment of raw materials puzzles NPA officials. Of anticipated 1200 from electronics industry, only 700 had been counted by week's end, though deadline was Aug. 15. According to H. J. Holbrook, chief of consumer durables division, many manufacturers don't seem to realize they're taking serious risks for next year if they don't get their requests in now, even if they think they're well fixed for fourth quarter.

To ease delivery problems of small users of steel, copper and aluminum, NPA amended Direction 3 to CMP Reg. 1, to permit manufacturers to hike from 35% to 50% amounts of the metals they can order for any single month. Order also permits users to order full carload of carbon steel at one time, even though they're allotted as little as one carload for whole quarter.

Whole NPA Electronics Div. moves Aug. 21 from 801 E St. NW. to Temporary Bldg. T, Constitution Ave. & 14th St., in Washington.

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Automatic activator for sleet-melting elements on antennas has been developed by American Instrument Co., 8030 Georgia Ave., Silver Spring, Md. It has "sensing" unit which turns on heating elements during proper temperature-moisture conditions. Company says device is particularly useful for unattended relay stations which generally employ parabolic antennas.

Financial & Trade Notes: ABC's net income after taxes rose to $472,000, or 28¢ a share, first 6 months of 1951, continuing rise since recent report to stockholders that first quarter profits were $221,858 on sales of $14,560,345 (Vol. 7:26). Six-month profit, in fact, was slightly more than shown in all of 1948, when net was $468,488 on sales of $37,110,726. In 1949, ABC lost $519,085 on sales of $40,267,488; in 1950 it earned $84,605 on sales of $45,879,660.

ABC's first 6 months earnings compare with profit of $180,000 (11¢) for same 1950 period, loss of $46,141 for same 1949 period. Gross sales figure isn't announced, but for ABC's gross TV & radio time sales for the 6 months, see PIB figures, p. 16, Vol. 7:29.

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Philco sales rose to $171,023,000 during first 6 months of 1951, up 16% from the $147,012,000 of same 1950 period. But net income after taxes of $8,046,000 fell to $6,342,000, or $1.74 a share after preferred dividends, from $6,672,000 (after $5,378,000 taxes) or $1.84 per share for first half 1950. Second quarter sales were $57,499,000, net earnings $1,988,000 (53¢) vs. $67,525,000 sales and $2,598,000 ($1.49) earnings same quarter last year. During all 1950 (Vol. 7:12), Philco's sales were $335,318,000, up 56% from 1949's $214,884,000; earnings $15,484,000 ($4.50), up from 1949's $5,692,000 ($1.58).

Cornell-Dubilier reports sales of $26,202,998, net profit of $1,415,738 ($3.21 a share) first 6 months of 1951. This compares with $19,432,514 sales, $970,148 profit ($2.15) same 1950 period. During quarter ended June 30, sales were $8,981,505, profit after taxes $475,521 ($1.08) vs. $9,265,156 & $415,325 (94¢) same 1950 quarter.

Muntz TV Inc. reports net loss of $7282 for June 30 quarter, compared with $154,436 loss same quarter last year. For its fiscal year ending last March 31, Muntz reported profit of $749,852 (74¢ a share) on $27,147,846 sales (Vol. 7:26).

General Precision Equipment Corp. consolidated net income for quarter ended June 30 was $188,035 (30¢ a share) on $7,654,493 sales vs. $195,662 (33¢) on $6,779,814 for same 1950 quarter.

Webster-Chicago sales rose to $9,928,723 first 6 months of 1951 from $7,907,740 same 1950 period, but profit dropped to $409,944 (91¢ a share) from $618,038 ($1.37).

Oak Mfg. Corp, reports net income of $1,188,037 ($2.27 a share on 524,715 shares) for fiscal year ended May 31 vs. $1,179,334 ($2.62 on 450,524 shares) in preceding fiscal year.

Dividends: Philco, quarterly 94¾¢ on pfd. payable Oct. 1 to holders of record Sept. 15, and 40¢ on common payable Sept. 12 to holders Aug. 27; Cornell-Dubilier, quarterly $1.31¼ on pfd. payable Oct. 15 to holders of record Sept. 24, and 30¢ on common payable Sept. 25 to holders Aug. 28 (raised from former 20¢ quarterly); Webster-Chicago, 25¢ payable Sept. 20 to holders Sept. 10.

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Weaker signals very near transmitter, a concomitant of extremely tall antennas with high gain, are being boosted by antenna phasing techniques which direct more radiation towards antenna base. WNBT, New York, is latest to try it. Allowed 18.3 kw ERP at Empire State Bldg., it was granted STA to beam more energy downward, reducing over-all ERP to 14.5 kw. KECA-TV and KTTV, Los Angeles, have used technique, and others plan to try it.

Note on progress-under-Socialism: London reports say National Radio Show, Aug. 29-Sept. 8, will bring forth fewer 9 & 10-in. TVs, with 12-in. becoming "standard" and some 15 & 16-in. emerging.

Telecasting Notes: Changes in the Mexican border vhf channel allocations, both sides, will be made soon—result of tentative agreements reached with Mexico's director-general of communications Miguel Pereyra while in Washington last week (Vol. 7:32); for presently proposed allocations, see pp. 59-60, *TV Factbook No. 13* . . . CBS plans to affiliate XELD-TV, new Mexican station in Matamoros, opposite Brownsville, Tex. (Vol. 7:31-32), has asked FCC whether there's any objection to sending it kines, films, etc. CBS believes FCC approval unnecessary, but wants to make sure. If Commission follows AM precedent, it should have no objection . . . Blair TV Inc. named national rep for XELD-TV, reports test patterns start Aug. 24, commercial operation Sept. 1 . . . Buenos Aires' first TV station, Radio Belgrano (Vol. 7:21, 25), should be on air mid-October, according to engineers of Federal, which supplied equipment. Channel 7 outlet will have elaborate setup with many studios, 2 sets of remote equipment, etc., radiating 40-45 kw from 5-kw transmitter and 8-gain antenna . . . FCC Comr. Webster, in Aug. 13 talk to Miami Lions Club, urged that all local organizations "lobby" for better TV programs, participate in round-table discussions, etc., but he suggested they also be patient in requests of stations because of limited time availabilities—particularly since so few stations are on air . . . Sarkes Tarzian's WTTV, Bloomington, Ind., whose AM counterpart is 5-kw WTTS, has absorbed another AM local—250-w WTOM. Last year it took over 1-kw WSUA. He now has the only AM in town (pop. 28,000) . . . Screen Gems Inc., subsidiary of Columbia Pictures, producing series of *TV Disc Jockey Toons*, 16mm films, to be offered stations for use while big-name records of the top makers are played; ex-TBA secretary Will Baltin going on tour of stations to introduce item . . . CBS-TV plans video version of Fred Friendly-Edward R. Murrow *Hear It Now* program, to be titled *See It Now;* radio version to be dropped, and high-budget show (about $25,000 a week) will be offered for sponsorship . . . Kine-recordings of *Trial of John Peter Zenger*, recently performed on Westinghouse's *Studio One* (CBS-TV), are being shown at several publishers' association meetings next month courtesy of sponsor and network . . . WDSU-TV, New Orleans, to telecast all Tulane grid games on films Mon. nights after games, all LSU games Tue. nights, sponsored by D. H. Holmes Co. . . . Senate crime committee (Kefauver) resumed hearings in Washington without TV—too costly to clear time—but radio carried it, notably via recorded highlights late evenings.

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Betting big money on uhf, Humboldt Grieg's little WHUM, 250-watt AM in Reading, Pa., plans to spend $590,000 on 200-kw experimental station for which it applied this week. It lists $125,000 for 12-kw 716-722 mc GE transmitter, $125,000 for 1050-ft. tower (engineered by A. Earl Cullum Jr.), $40,000 for building, $200,000 for other equipment, including 4-bay helical antenna, aluminum wave-guide transmission line. Station says GE guarantees transmitter delivery in March. It hopes to broadcast CBS color, too, though CBS says it can't assure availability of programs because of other possible affiliations, talent contracts, etc. Philco, GE and CBS have told station they'll be glad to make propagation and receiver tests. Use of wave-guide is particularly interesting, since ordinary lines greatly reduce uhf signals in long runs.

Hearing on Comr. Frieda Hennock's appointment to New York Federal judgeship (Vol. 7:24-26, 31) has finally been set by Senate Judiciary Committee, for 10 a.m., Sat., Aug. 25. Committee doesn't list witnesses, but she is being opposed by American Bar Assn., Assn. of the Bar of the City of New York, New York County Lawyers Assn., who presumably will send representatives.

STATE DEPT. took diplomatic notice of projected opening of new transcontinental microwave circuits (Vol. 7:32)—and asked AT&T to advance timing of first coast-to-coast TV hookup so as to permit telecasts of Sept. 4-8 sessions of Japanese treaty conference in San Francisco.

AT&T agreed, as did the 4 networks which will carry event, with President Truman speaking Sept. 4 at 10:30 p.m. EDT. Since TV circuits are still on experimental basis, networks won't have to pay usual line charges.

Sept. 30 was date originally set for TV opening, and then only the single East-to-West circuit. West-to-East circuit was to have been opened about month later. Sept. 4-8 pickup from San Francisco is special event, probably won't change previous plans for opening of regular TV service. But it does mean a great historic event will mark first transcontinental TV hookup, and it will give American people opportunity to look in again on Soviet tactics.

Plans for Sept. 30 big-name show to be sponsored by AT&T on combined 4 networks have been deferred. Four-network show, possibly sponsored by AT&T, has instead been scheduled for Nov. 14, which means it can then consist of two-way pickups.

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Only Pacific Coast TV city not hooking up with new transcontinental microwave relay service that starts Sept. 30 (Vol. 7:31-32) is Seattle—and there's no prospect for live network service for its KING-TV for some time. Pacific Telephone & Telegraph Co. advises us the coaxial from Sacramento extends only as far as Portland as yet, and microwave relay is now being engineered from Portland to Seattle, both for phone service. "We do, however, contemplate the possibility of future demands upon these facilities for TV use," writes R. C. Smith, PT&T editor. "After the radio relay system is installed, and if and when such demand develops, the radio relay system could be modified to provide TV transmission to Seattle."

Wolfberg theatre chain in Denver has ambitious plans to tap upcoming new transcontinental microwave relays (Vol. 7:32) in order to show telecasts on screens of its theatres in TV-less Denver. But there are hitches which preclude putting idea into effect for awhile, says AT&T, which reports it can't be done by Sept. 30 when East-West network service opens up, nor by November when two-way circuits are available. Manager John Wolfberg is reported to have spent $33,000 on the theater-TV equipment already.

DuMont filed 10 days before deadline for its comments in TV allocations "paper" hearing (Vol. 7:30), reiterated that its nation-wide allocation plan would provide more service to more people than FCC's. It points out, for example, that it would supply 53 cities (49% of population) with 4 TV stations, whereas FCC plan would give 4 to 21 cities (32% of population). DuMont shows same general comparison true for 3-station markets, 2-station, etc., whether it's vhf or uhf. Reason DuMont achieves more stations is that it spaces them near 180-mile minimum proposed by FCC, whereas Commission's average spacing is 220 miles or more. So far, FCC has clung to position that closer spacing penalizes rural viewers. DuMont maintains FCC plan would foster network monopolies, freezing out third and fourth networks from many major markets.

Sen. Benton (D-Conn.) has amended his educational TV bills (S. 1579, S. J. Res. 76) to eliminate request for retention of freeze while Senate studies question (Vol. 7:15, 20, 21-22). He still wants legislation establishing 11-man National Citizens Advisory Board to advise FCC and Congress on programming, but which would not "conflict in any way" with FCC's statutory duties. Joining Sen. Benton on bills were Senators Hunt (D-Wyo.), Bricker (D-O.), Saltonstall (R-Mass.).

NOTE: This reprint from Aug. 5 *St. Louis Post-Dispatch*, is such a fine example of a TV station's cooperation with local dealers and distributors toward helping them move inventory, and at same time such good station promotion, that the Editors of *Television Digest* deemed it worth reproduction—and possibly worthy of emulation in other areas.

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AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING ARTS AND INDUSTRY

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WITH AM FM REPORTS

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MULTI-MILLIONS IN STATION EQUIPMENT: Anticipating freeze-end, TV station equipment manufacturers are well ahead of Washington in contemplating delivery of transmitters (both vhf & uhf) and associated gear. Their stake is high -- tens of millions of dollars worth of initial installations will be sold within few years after thaw.

Manufacturers have already poured millions into development programs and production facilities, with result that quick-delivery outlook is "rosy," to quote one leading sales representative. But while all equipment makers say the materials situation "isn't bad right now" -- and NPA officials agree -- there's belief things will get much tighter starting first quarter next year.

That's about when freeze can be formally lifted, and first non-competitive applications granted -- and it's apparent, from our canvass of the manufacturers, that initial grantees can expect reasonably quick deliveries. Demand, according to all makers, is "simply incredible." Two offhandedly reported sales of 3-4 stations each only last week -- all say inquiries are pouring in, particularly about uhf.

Best estimate is that 35-40 complete transmitters have been built since freeze was imposed Sept. 30, 1948. Some have actually been delivered to non-grantees, others set aside for firm purchasers. Several have gone into export -- Latin America, mainly -- and most are contingent on FCC grants.

By mid-1952, some 60 complete transmitters should have been turned out; by end of 1952, possibly 100 stations, vhf & uhf, could be supplied. That's best composite information from the makers.

* * * *

It's a nice piece of business -- very nice -- that awaits the manufacturers of station equipment, to say nothing about prospects for soaring TV set markets as soon as new stations get going. Hence the zeal of the equipment makers, leaders among whom also sell receivers, isn't hard to understand.

Added impetus for transmitter development and production came this spring when FCC's end-of-the-freeze plan (see our TV Allocation Report, March 24) proposed stations of 100 & 200 kw power, compared with previous 50-kw maximum. At same time, the uhf bogey was emphatically scotched (Vol. 7:15 et seq).

A bit of arithmetic tells why equipment business is so attractive. Assuming today's prices, average station will cost $150,000-$200,000 in electronic gear alone -- forgetting land, buildings, towers, labor, etc.

If as many as 100 stations are authorized shortly after freeze is lifted, that will mean up to $20,000,000. If 1500 stations are built in next 5 years (FCC Chairman Coy's guess, Vol. 7:29), that means up to $300,000,000.

Coy looks for 3000 stations ultimately -- so market potential, for initial installations alone, may be more than half a billion dollars!

Then there's bonus market in foreign sales, at which only the British have thus far loomed as competitor -- making a few desultory stabs.

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Nor should supplementary and replacement equipment be overlooked. The cost of towers, real estate, labor, etc. may well add up to multi-billion business.

Even if Coy proves over-optimistic by a substantial margin, even if prices continue to drop (5-kw transmitters went from $90,000 to $65,000 in last few years) -- the relatively few manufacturers have enormous kitty to split. New manufacturers of the basic transmitter-antenna equipment aren't likely to spring up overnight.

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Competition is already rough among the few now in the business, though as yet nothing like the dog-eat-dog rivalry of the 90-odd receiver makers.

Today, 4 companies -- DuMont, Federal, GE and RCA -- have the field pretty much to themselves. There may be others later and quite a number are carving, or intend to carve, a slice of the lighter equipment business -- camera & film chains, microwave gear, industrial TV, etc. Among these are General Precision Laboratories, Standard Electronics (Claude Neon), Gates, Diamond Specialty, Remington-Rand.

Considering only transmitters, here are delivery dates and prices quoted to us by the top companies -- antenna delivery dates quoted by all makers generally paralleling or preceding transmitter availabilities:

GE: 5-kw vhf transmitters will be available Oct.-Nov. 1951, at $65,000 for Channels 2-6, $69,000 for Channels 7-13. Scheduled for delivery second-third quarters 1952 are 35-kw amplifiers for Channels 2-6 at $75,000, 20-kw amplifiers for Channels 7-13 at $65,000. Uhf transmitters are due second and third quarters 1952, include 120-watt "hamlet" unit at $37,000, 12-kw unit at $125,000.

RCA: 20-kw amplifiers for existing 5-kw transmitters are scheduled Jan.-Feb. 1952. New 10-kw transmitters (5 kw has been dropped) are due July 1952, priced at $79,000 for Channels 2-6, $84,000 for Channels 7-13. Further into future, about July 1953, are 50-kw units at $225,000.

DuMont: Fifteen 5-kw transmitters available in "next few months," 13 of these already sold, priced at $65,450 for Channels 2-6, $69,250 Channels 7-13. Ten .5-kw units, 4 already sold, will be ready by March 1952, at $35,750 for Channels 2-6, $38,450 Channels 7-13. Amplifier to boost .5-kw transmitter to 5 kw is $35,000. In planning stages, details unrevealed, are 50-kw vhf transmitters and uhf units, powers of latter not disclosed.

Federal: 1 & 5-kw vhf transmitters in production, but everything sold out, at $46,000 for 1-kw units, $75,000 for 5-kw Channel 2-6 models, $82,500 for Channels 7-13. Prices include much associated equipment -- consoles, monitors, dummy loads, etc. Mid-1952 is estimated date for delivery of 20-kw vhf amplifiers, 10-kw uhf transmitters. Company also makes high-gain, high-band vhf antennas, plans low-band, offers full line of equipment, including cameras obtained from DuMont.

Note: Though transmitter is biggest single equipment item, associated gear brings cost of electronic equipment to the $150,000-$200,000 average. This includes antennas, monitoring equipment, camera & film chains, transmission lines, switching equipment, microwave relays, etc.

EVALUATING THE STATION POWER HIKES: Results of power boosts permitted by the FCC (Vol. 7:30-33) can now be fairly well assessed, though major manufacturers, notably Philco and RCA, are in process of nation-wide surveys to get more exact gauge of market enhancement. Improvements seem to amount to this:

Noticeable widening of some markets, no change in most, and better in-city pictures in all cases. Translating increases into new potential purchaser-viewers, for nation as a whole, brings only modest results.

Increases of 3 to 8 times original powers are recognized as valuable by everyone. Anything less is regarded "all to the good, but nothing really exciting."

Much more important than recent station boosts, manufacturers say, has been constant improvement in receiver sensitivity over last few years. Philco's research v.p. David Smith puts it this way:

"Receiver sensitivity has increased about 15 db over the years. That's equivalent to something like a 35-times increase in station power. This increased

sensitivity is what has given us the fringe sales. But we're approaching the theoretical limit in sensitivity, so that more and more of the improvement will have to come from station increases."

Dr. Allen DuMont has similar reaction, saying: "Industry never went after fringe areas much until last 6 months. Our company is putting a 'caboose tuner' in all current sets, with improvements in the tuner and IF giving more sensitivity."

Stations tend to greater optimism over increases. Many give case histories to prove how nicely their coverage horizons have widened.

Increase from 9.6 to 50 kw for Louisville's WHAS-TV, reports manager Victor Sholis, gave Lexington (68 miles) "excellent picture 6 nights a week and a fairly good picture on the other night." Previously, "we were giving viewers a usable picture possibly once a week." He estimates range widened to include: 22% more families and 23.8% more people, with 21% more buying income.

Omaha's KMTV reports results of survey by U of Omaha graduate student who traveled 1100 miles to interview 200 set owners after station went from 11.7 to 16.7 kw. He asked: "Have you noticed a change in the quality of your TV reception in the past few days?" Improvement was noted by 68%.

Number of hikes granted by FCC has reached 43, Grand Rapids' WLAV-TV moving from 20 to 28.5 kw. Another application, still pending, is that of WOW-TV, Omaha, to increase from 16.2 to 17.5 kw. (For previous grants, see table Vol. 7:33.)

BOX-OFFICE TV—THE QUESTIONS POSED: Pay-as-you-look TV fight shapes up as even more acrimonious cause celebre than color TV -- if whole idea isn't rendered moot by the economics of telecasting and movie-making before FCC gets around to considering it. Every man-in-the-street can understand what it means. The basic policy question can't be lost in befuddling technical terms.

Our hunch is that public will decide this one -- through Congress. Can you visualize Congress leaving it to Commission? Matter of fact, Comr. Webster still feels, as he did when Zenith's Phonevision tests were authorized (Vol. 6:6), that:

"It is such a fundamental change of the American system of broadcasting that it may well be that the Commission, upon further consideration, will conclude that the change should be made only after Congress has established the new policy by an appropriate amendment to the Communications Act."

Chairman Coy has expressed no such qualms, has said he views box-office TV as something which may keep, or acquire, major events for TV.

Actually, true open mind on subject seems to prevail at Commission. Few commissioners or staff members have done much thinking about it lately, having been so intensively preoccupied with color and freeze.

Issue isn't likely to come to head, at FCC level at least, for quite some time. Necessity for haste is hard to prove for a technique which is demanding no spectrum space and apparently can be started any time.

Commission intends to melt freeze completely before biting off another big mouthful. And Commission seems to regard theatre TV as next man-sized project, inasmuch as that service wants frequencies.

Four box-office TV systems have been proposed to date: Zenith's Phonevision, Skiatron's Subscriber-Vision, Paramount's (50%-owned) Telemeter, RCA's still-unrevealed technique. More may come. None has yet requested hearings looking towards actual establishment of service. It may well be year or 2 before FCC gets to it, though Zenith has been expected to ask for consideration momentarily. Paramount this week asked FCC for permission to test Telemeter via its KTLA, Los Angeles, for 6 months (see p. 4).

Economic questions are the big ones, in eyes of Comrs. Jones and Hennock, according to their statements at time of Zenith's experimental authorization. And telecasting economics were biggest bait dangled in front of station operators by Zenith's public relations consultant Millard C. (Tex) Faught (Vol. 6:6).

To program 1000 stations, plus 200 satellites, divided into 4 networks, he figured it would cost $1,740,353,500 annually. That figure gave industry pause 1½

years ago. Today, it fazes few when they consider that mere 107 stations stand to do gross volume of $250,000,000 this year (Vol. 7:32).

Business of movie-making may not be in such a phenomenal rise, but film industry is currently incensed over Aug. 13 Life Magazine story to effect it's in such bad way that it regards fee-TV as "the hero in the proverbial happy ending...ready to swoop down and rescue the damsel from the dangers that assail her." Movies challenge story step-by-step, assert that their attendance is up, that new theatre openings outnumber closings, etc.

Box-office TV proponents face big job of proving desperate need.

* * * *

Once FCC hearing starts, here are some of many questions to be answered:

(1) Is it in the public interest? Simply that. Should public be required, or have opportunity -- to look at it from proponents' side -- to pay for programs off "their air" directly in cash rather than indirectly through advertising?

(2) Is it legal? Is it broadcasting as contemplated by Communications Act and international frequency agreements? If not, must it necessarily require new spectrum space? One thing is clear: There isn't a chance for new frequencies. And: Is educational channel reservation a precedent for permitting specialized services on regular broadcasting or telecasting channels?

(3) Will public have choice of fee-TV or free-TV? And should it? In one-station community, it would have none. In other cities, it might have choice.

(4) Who will set rates? FCC might find itself under public pressure to take jurisdiction, if law isn't clear on it.

(5) How much box-office TV could a station carry -- X% in one-station market, Y% in 2-station, etc.? How would such time allocations fit into FCC's traditional "balanced-programming" criteria?

(6) Which system should be chosen? Or -- shades of the color hearing! -- should all systems be permitted on competitive basis, even if they're incompatible with one another, requiring different receiver attachments for each system?

Meanwhile, moderate-to-loud promotion campaigns are under way in each proponent's camp. Each knows his own strength, his competitors' Achilles heels. Just ask them. They're having heydey riding this publicity hobby-horse.

Note: Above was written well before we saw "What About Pay-As-You-Look TV?", by Victor Ullman, in Aug. 25 Saturday Evening Post. Writing primarily about Phonevision, Mr. Ullman is on safe ground when he talks about results of Zenith's 90-day test and enthusiastic conclusions drawn therefrom by some movie interests and sports promoters. But he's way too superficial on economics of telecasting, political aspects, regulatory questions of spectrum utilization, systems' technical handicaps.

TELEMETER tests planned by Paramount Pictures Inc. (see p. 3) are technical, not economic—"how does picture scrambling effect signals" not "will people buy it" —thus differing from Zenith's Chicago Phonevision tests. In requesting authority to test coin-operated system via KTLA, Los Angeles, for 6 months, Paramount told FCC it works as follows:

One unit is placed inside receiver, unscrambles picture. Other unit is box 8½x4x4-in., called "comparator", which accepts coins from nickels to half-dollars. Comparator contains magnetic tape which records a code sent out on subcarriers imposed on audio channel of transmitted signal. Comparator contains 2 "windows"; one is "instructed" by code to show how much is charged for program, while other indicates how much money has been dropped in slot. When the 2 figures match, first unit goes into action, unscrambles picture.

At intervals, serviceman picks up money and magnetic tape. Latter is run through electronic computer which tells how much was paid for which programs.

Telemeter plans to test receivers under all possible conditions—with and without attachment, in strong and weak signal areas, with & without ghosting conditions, etc.

Electromagnetic radiation bill (S. 537), approved by Senate (Vol. 7:28), met little objection in Aug. 22 hearing before House Interstate & Foreign Commerce Committee. Drastically toned down from bill originally proposed by military, measure met approval in testimony of Air Force's Maj. Gen. F. L. Ankenbrandt, FCC Comr. Edward Webster, NARTB's Ralph Hardy. RTMA sent letter indicating "no objection." House may want to change criminal provisions of bill to vary punishment with magnitude of violation, also increase it.

Rear Admiral John R. Redman, chief of Naval Communications since August 1949, named director of communications-electronics, Joint Chiefs of Staff, succeeding Maj. Gen. H. M. McClelland, retiring Sept. 1. Capt. Wilfred B. Goulett, Admiral Redman's assistant, named acting chief—with Rear Admiral Wm. B. Ammon, ex-deputy director, expected to take over post later, coming in from Pacific Fleet. It's also reported Maj. Gen. Francis Ankenbrandt, director of Air Force Communications, is joining Gen. Eisenhower's headquarters in Europe as deputy chief of staff for communications, to be succeeded by Maj. Gen. Raymond C. Meade.

Station Accounts: WNBT's *Kathi Norris Show*, weekday 1-2 p.m. participation, becomes *Eve Hunter's Program* early in Oct., Miss Norris resigning and new NBC-owned show being handled by former "Miss San Francisco" . . . Success story of *Lits Have Fun*, supplier-cooperative sponsored by Lit Bros. dept. store on WCAU-TV, Philadelphia, told to trade in Aug. 16 *Retailing Daily*—how twice-weekly zany 10-10:30 a.m. show draws big audience into store where staged . . . Ward drug chain sponsoring *Foto-Test*, adaptation of *Look Magazine* feature, on KRLD-TV, Dallas . . . Rand drug chain (Ohio-Pennsylvania-W. Va.) buys TV for first time, using 5-min. UP news show Wed. midnight on WDTV, thru W. Craig Chambers Adv., Pittsburgh . . . Gunther Brewing Co. sponsoring Mon.-thru-Fri. 6:55-7 p.m. newsreel strip titled *Hi Maryland!* on WMAR-TV, placed by Biow . . . Holland Furnace Co. testing TV in 6 Midwest markets, thru Roche, Williams & Cleary, Chicago . . . George Ziegler Candy Co., Milwaukee, sponsoring *Pooch Parade* on KSTP-TV, St. Paul . . . Among others using or preparing to use TV: International Milling Co. (Robin Hood flour), thru H. W. Kastor & Sons, Chicago; Chemical Corp. of Colorado (chemical products), thru Bill Bonsib Adv., Denver; Hunter-Douglas Corp. (Flexalum venetian blinds), thru Doyle Dane Bernbach Inc., N. Y.; Illinois Meat Co., Chicago (Broadcast brand canned products), thru Arthur Meyerhoff, Chicago; Charles Antell Inc. (Formula 9 hair & scalp treatment), thru Television Associates, Baltimore; Phillips Petroleum Co. (Phillips 66), local football, thru Lambert & Feasley, N. Y.; Armour & Co. (Dial deodorant shampoo), thru John W. Shaw Adv., Chicago; Stegmaier Brewing Co., Wilkes-Barre, Pa., (Gold Medal Beer), thru McManus, Johns & Adams, N. Y.; H. E. Pliner Shoe Co., Philadelphia women's & children's shoe chain, thru Lavenson Bureau of Advertising, Philadelphia (WCAU-TV); Barcolene Co., (all-purpose cleaner & glass wax), thru Ingalls-Miniter Co., Boston; Reliable Packing Co. (Realite shortening), thru Sidney Clayton & Associates, Chicago; Garrett Wines (Virginia Dare), thru Ruthrauff & Ryan.

March of Time's second foray into TV syndication on its own, with *Crusade in the Pacific*, looks like same big hit as its precursor *Crusade in Europe*, judging from enthusiastically received preview of 4 of its 26 half-hour chapters before Washington brass Aug. 23. Thirty-eight stations carried its first self-syndicated feature, *March of Time Through the Years*, built out of old March of Time releases, according to TV sales chief Frank J. Shea, and more are expected for new series. Whereas *Crusade in Europe* was sold as package to ABC, March of Time is selling new series at rates ranging from $175 to $1550 per chapter direct to stations or sponsors—has already signed up 26 markets, only 7 as yet unsponsored. Stations and sponsors to date: WNBK, Cleveland, Society for Savings; WDTV, Pittsburgh, Mellon Bank; WJAR-TV, Providence, Citizens Savings Bank; WENR-TV, Chicago, City National Bank; WXYZ-TV, Detroit, The Detroit Bank; WBZ-TV, Boston, Shawmut National Bank; KSD-TV, St. Louis, First National Bank; WSM-TV, Nashville, Third National Bank; KPRC-TV, Houston, City National Bank; KSTP-TV, St. Paul, Northwestern National Bank; WBAL-TV, Baltimore, W. Burton Guy & Co. (realty); WNBF-TV, Binghamton, Stegmaier Brewing Co.; WDSU-TV, New Orleans, American Brewing Co.; WCAU-TV, Philadelphia, R. M. Hollingshead Co.; WAVE-TV, Louisville, Stewart Dry Goods Co. In addition, Miller Brewing Co. sponsors on WTMJ-TV, Milwaukee; WTAR-TV, Norfolk; WMBR-TV, Jacksonville; WTVJ, Miami. Series has also been sold, but no sponsors yet reported to WJZ-TV, New York; WMAL-TV, Washington; KSL-TV, Salt Lake City; WFBM-TV, Indianapolis; WDAF-TV, Kansas City; KGO-TV, San Francisco; KING-TV, Seattle.

Network Accounts: When *Frances Langford-Don Ameche Show* debuts on ABC-TV Sept. 10, noon to 1 p.m. Mon. thru Fri., sponsors will include Cliquot Club Co. (beverages), taking Thu. 12:30-12:45, starting Sept. 13 thru Frank Weston Adv., Providence, and DuPont rayon dept. (Orlon curtains), taking Fri. 12:45-1 starting Sept. 21, thru BBDO; big new daytimer had previously signed Cory Corp. (household appliances) for Tue. & Thu. 12:45-1, thru Dancer-Fitzgerald-Sample . . . Jene Sales Corp (Jene home permanent) to sponsor alt. Thu. 10-10:30 period on ABC-TV, starting Sept. 27, program to be announced, thru Rodgers & Associates, Chicago . . . Bona Fide Mills Inc. (Bonny Maid Linoleums & Versa-Tile) Oct. 5 starts *Versatile Varieties*, starring Lady Iris Mountbatten, on ABC-TV, Fri. 9:30-10, thru Gibraltar Adv. Agency . . . Gillette Sept. 7 begins sponsoring Madison Square Garden and other New York boxing shows on NBC-TV, Fri. 10 p.m., thru Maxon Inc.; first bout is Walter Cartier-Billy Kilgore middleweight . . . Singer Sewing Machine Co. starting Sept. 11 sponsors Tue. 4:45-5 segment of *Kate Smith Show* which resumes Sept. 10 on NBC-TV, Mon.-Fri. 4-5, thru Young & Rubicam . . . Standard Oil of Indiana returns *Wayne King Show* to 11 Midwest NBC-TV stations Aug. 30, Thu. 9:30-10 CST, with KSD-TV carrying it at 11 p.m., WFBM-TV Sat. 6:30 p.m. . . . CBS-TV has dropped option on Paul Tripp's *Mr. I. Magination* . . . Don Ameche's *Musical Playhouse* on ABC-TV, Thu. 9-9:30, discontinuing as of Sept. 27, with Cluett Peabody, alternate sponsor, considering Herb Shriner.

Personal Notes: Richard D. Buckley, v.p. & gen. mgr., John Blair & Co., New York office, named president as of Sept. 1, Mr. Blair becoming chairman of board. Robert E. Eastman promoted to v.p. & New York sales mgr. . . . George Whitney has resigned as gen. mgr., KFI & KFI-TV, Los Angeles, to become sales v.p., Don Lee Network . . . Sherrill E. Edwards, ex-KEYL, San Antonio, named commercial mgr. of new XELD-TV, Matamoros, Mexico, across Rio Grande from Brownsville, Tex. (Vol. 7:31-33); Bert Metcalf is program director, Francisco Maza chief engineer . . . Charles L. Glett named v.p. in charge of network services for both CBS Radio and TV divisions, Hollywood, with William Shaw promoted to gen. mgr., KNX, Hollywood and Edwin Buckalew asst. gen. mgr. in charge of sales . . . Carl J. Burkland named director of station administration, CBS Radio, and Wendell Campbell is now sales mgr., CBS Radio Sales . . . Carl Ward, ex-WCCO, Minneapolis, named gen. mgr., WCBS, New York, with G. Richard Swift now devoting fulltime to managing WCBS-TV . . . Harold Fellows, NARTB president, named to board of visitors, Boston U School of Public Relations . . . Richard A. R. Pinkham, circulation mgr. and a director of *New York Herald Tribune*, named NBC-TV manager of planning under TV v.p. Pat Weaver . . . George H. Gribben, v.p., named head of TV-radio commercial dept., Young & Rubicam, with William J. Colihan as dept. mgr. . . . Roger Pryor elected TV-radio v.p., Foote, Cone & Belding, representing consolidation of New York radio & TV departments; Thomas M. McDonnell named TV-radio production director, George Wolf mgr. of TV-radio programs . . . Ross Donaldson appointed NBC supervisor of literary rights, succeeding Thomas Adams, resigned.

Hearing on Comr. Hennock's nomination to New York judgeship, (Vol. 7:24-26, 31, 33), scheduled for Aug. 25, has been postponed to unnamed date because of lack of Senate Judiciary Committee quorum, according to Chairman McCarran (D-Nev.). New date, in "near future," is expected. In addition to various oppositions to her confirmation, endorsements have been received—including several from women's organizations.

Television Digest WITH AM-FM REPORTS
1619 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
August 25, 1951

TV PRICES—KNOCK-DOWN-AND-DRAG-OUT? Things are looking up, so far as marketability of TV receivers is concerned -- but factory-ordered price slashes may add up to actual "price war" that could mean intensified buying surge but little or no profit.

Only thing certain is that public will get some marvelous values.

Clouding widespread confidence that trade is firming up, is puzzle where the price breaks will lead -- who can survive. It's true swollen inventories must be disposed of, true that lowered picture tube and components costs can be passed on to the public. But the anomaly is that new lines are being introduced at same time.

RCA gave official sanction to what has been done without approval on name brands when it ordered big reductions last week (Vol. 7:33). Also heavily stocked, GE did same thing this week (see p. 8), but unlike RCA it isn't offering new models at same time. And next week Philco will slash prices on all 28 sets it introduced just 2 weeks ago (Vol. 7:32), as well as on the 11 lower-end models it brought out last June (Vol. 7:22) -- at same time may also introduce several new models!

What comes next is anybody's guess, but this sort of maneuvering and price-cutting is more than mere factory sanction for what the overloaded dealers have been doing anyhow during last 4 or 5 months of trade slump. RCA and GE frankly state it's out-and-out effort to get rid of inventory, but Philco claims it hasn't much inventory any more -- as does Admiral -- so the price-cutting on such big scale thus takes on deeper competitive undertones. It could turn out to be knock-down-and-drag-out.

* * * *

All this is happening just as everybody was beginning to feel sure buying slump was just about over. Not only are all the trade factors favorable for seasonal upsurge (Vol. 7:33), but reliable trade estimates are that even during the summer months the retailers sold not less than 1,000,000 sets -- proving that people had not really stopped buying altogether.

GE still clings to belief, not much talked about now, that materials shortages and govt. controls will drastically cut production later this year anyhow, and its receiver manager W.H. Sahloff says "costs are increasing in every area of production." GE admittedly has huge inventory, but Mr. Sahloff says "demand for our product is greater than our present ability to produce" and he definitely forecasts an "actual shortage" before the year end.

RTMA president Glen McDaniel, in significant speech in San Francisco this week, analyzing defense demands on the electronics industry, also predicted: "In the light of tightening materials controls, TV receivers may again be in short supply before Christmas." Long range, he said, the industry has every reason to be optimistic. (We regarded his analysis of defense impact on electronics economy so significant that salient excerpts are published as Special Report with this issue.)

* * * *

With customers "looking and buying" once again, with inventory out of way and current production held down, bitter experience of the 1951 spring-summer may impel the industry's survivors to pace themselves more prudently -- more slowly than during the too-lush days of 1950. Everybody wants equilibrium of supply and demand.

Production is being kept down, meanwhile, and latest weekly figure is still quite low -- only 52,748 TV units (3489 private label) for week ending Aug. 17. This compares with 43,359 week before (Vol. 7:33) and with some 180,000 during comparable third August week in 1950 (Vol. 6:36).

Factory inventories went down some 11,000 units, too, even as production went up less than 10,000 from preceding week -- marking what everyone in the industry may well hope will be a continuing trend. Total factory inventory Aug. 17 was 754,854, or down to about the July 20 level.

Latest distributor inventory figure was 633,077 sets as of June 29 -- as

usual, about 2 months old. RTMA may have new one soon. Meanwhile, dealer inventory survey by Dun & Bradstreet is due around Sept. 1, covering Aug. 1 holdings and now organized for monthly reports. Henceforth, it's hoped to be able to chart course of the industry a little more surely than weekly factory and belated distributor figures have hitherto permitted.

Radio output totaled 231,854 (112,018 private label) week ending Aug. 17, about same as week before; factory inventory was 368,280, up by only a few thousand. Week's radios were 112,220 home receivers, 27,343 portables, 91,976 auto.

RTMA revised July output figures up to 116,000 TVs, down to 539,500 radios. These compare with 330,377 & 722,518, respectively, for same 1950 month. For first 7 months of year (30 weeks), total output figures thus come to 3,483,674 TVs and 8,413,136 radios. Radios were 4,233,611 home, 915,482 portables, 3,264,043 auto.

PRIME use of color to date has been, ironically, as black-&-white promotional peg—with CBS no exception. CBS-Columbia cleverly lifted word "compatible" from proponents of compatible color system, is using it to help move internally-adapted black-&-white sets. Admiral's promotion of "color TV optional" (Vol. 7:33), like everyone else's advertising of adapters, converters, etc., is primarily aimed at easing prospective purchasers' minds about buying black-&-white now.

Fact is, few in industry see how anyone, including companies large as Admiral and small as CBS-Columbia, could manage any sizeable color production this year—possibly next, too, in light of materials shortages and controls. Aside from time required for tooling up and field-testing processes, special components such as discs and motors simply aren't available in big quantities.

Admiral to date has built only 4 "slave" converters in console cabinet, 10-in. magnified, as yet unpriced. Its distributors and dealers have big cardboard replicas to display, instructed to show cut-outs of actual-size 20-in. screens alongside. Purpose is plainly to hypo black-&-white sales.

One of the 4 Admiral color sets was shown in Washington this week. Dealers paid it little attention, were all excited instead about prices of new line (Vol. 7:33). Between Admiral's lower prices and rest of industry's competitive prices, the high price of color receivers and converters is going to make black-&-white extremely attractive, in minds of industry people—particularly Admiral, which makes no bones about its intention of using the color gimmicks (including $14.95 adapter) as come-on for black-&-white sales.

Demonstration we saw on Admiral set was well below CBS average in quality. But Admiral officials make it clear they made it only to be ready to jump any direction consumers demand; if customer should order the set, he can't be promised delivery date, let alone quoted price, for Admiral says the wheels aren't available.

Admiral has issued consumer booklet stressing 3 points: (1) "Optional" arrangement gives big picture on monochrome, regardless of size of picture on color slave. (2) Lower cost: "Even with color added to a 20-in. Admiral Table Model, your combined investment will be substantially less than the cost of a 10-in. color set." (3) Freedom from obsolescence: "These amazing new Admiral TV receivers are so engineered that color can be added regardless of what system of telecasting is ultimately adopted."

Competitors aren't happy about Admiral campaign, some outright sore, saying it will further "muddy the trade waters." CBS hasn't said anything yet, and Admiral hasn't taken out CBS patent license.

CBS-Columbia still sticks to oft-iterated color production schedule (Vol. 7:29). President David Cogan says pilot production should be coming off line mid-September, with moderate regular production in October. Price of first-scheduled unit, $500 for combination 10-in. magnified color-monochrome console, is still unchanged. "We're already learning how to save dollars," says Mr. Cogan, "and we'll be able to pass them on in later production." Prices of company's black-&-white line, higher than those of competitors' in midst of "war" (see p. 6), will probably have to come down, Mr. Cogan indicated. New prices are due Sept. 1. Detroit is next city to get demonstration for CBS-Columbia dealers. Pictures will be picked off network Aug. 27-28, fed closed-circuit to Masonic Temple.

Permission to colorcast both compatible and CBS systems was requested of FCC this week by Crosley's WLWT, Cincinnati. Receiver development is principal purpose, company says. Some demonstrations will be open to public to test picture acceptability. Studio and remote pickups are planned. Meanwhile, CBS reports plans to transmit color in Paris in mid-September at request of French Govt. This is in addition to closed-circuit demonstrations scheduled for Sept. 24-29 International Congress of Surgeons in Paris. Both CBS and RCA report enormous public reaction to TV—color and monochrome, respectively—at recent Berlin demonstrations (Vol. 7:32). CBS relayed report of London newsman who wrote: "I prophesy that when color of the American standard reaches Britain . . . then black-&-white pictures will become the daguerreotype of the 'fifties'." RCA reported over 500,000 witnesses of its programs, said police had to control crowds, and showings at 2 locations had to be discontinued because of traffic congestion.

Donald B. Sinclair, chief engineer, General Radio Co., Cambridge, Mass., nominated for 1952 president of IRE on ballots now being voted by mail. Harold L. Kirke, BBC asst. chief engineer, nominated for honorary v.p. Voting is to choose 2 of these 5 nominees for directors-at-large: Ben Akerman, chief engineer, WGST, Atlanta; William B. Lodge, engineering v.p., CBS; Simon Ramo, co-director of research & development, Hughes Aircraft Co.; Prof. John D. Ryder, U of Illinois; Prof. Ernst Weber, Brooklyn Polytechnic Institute. Nominees for regional directors, one to be chosen in each: *Region 1*—Glenn H. Browning, Browning Labs; Dale Pollack, New London Instrument Co. *Region 2*—Fred W. Albertson, attorney, Washington; Prof. Cornelius G. Brennecke, No. Carolina State College; Irving G. Wolff, RCA Laboratories. *Region 5*—Alois W. Graf, patent lawyer, Chicago; Orrin W. Towner, technical director, WHAS & WHAS-TV, Louisville. *Region 7*—Robert L. Sink, chief electronics engineer, Consolidated Engineering Corp., Pasadena, Cal.; Prof. Karl Spangenberg, Stanford U.

Topics & Trends of TV Trade: Federal Trade Commission's second trade practice conference for TV-radio industry—manufacturers, wholesalers, dealers—has been scheduled for Sept. 26-28 in National Archives Bldg., Washington, FTC attorney Paul H. Butz presiding and FTC chairman James M. Mead supervising. Rules covering set and tube advertising, sales methods, color claims, etc., as suggested at June 21 conference (Vol. 7:25), have been drafted for release about Sept. 1 to furnish basis for discussions. New rules would supersede pre-TV rules covering radio trade that date back to 1939. Conference is for purpose of getting "meeting of minds" after which formal FTC proceedings are required. RTMA and National TV Dealers Assn., Washington, have been prime movers in getting FTC to hold conferences.

RTMA's small business assistance program culminates in conference in New York's Hotel Roosevelt Sept. 18. Program involves recording and classifying capabilities of small companies, forwarding of data to prime defense concontractors. According to RTMA, govt. officials say it's first association "to undertake a practical program" to aid small business members in defense work. Membership of Small Business Survey Committee: A. D. Plamondon Jr., Indiana Steel Products, chairman; G. O. Benson, Premax Products; G. R. Haase, Dukane Corp.; Otto H. Hofman, General Magnetic Corp.; Matt Little, Quam-Nichols Co.; Richard W. Mitchell, Industrial Development Associates.

* * * *

GE's new line pends disposal of the 13 models it ordered its heavily-laden distributors and dealers to sell at "new prices [to] remain in effect as long as the present competitive situation exists." Reductions up to $100 are in effect "for limited time only" and are "subject to revision upward on 24-hour notice to our distributors," said Aug. 24 announcement by W. H. Sahloff, gen. mgr., receiver dept. Full price protection is assured distributors-dealers in line with policy statement of last May 25.

New prices on 17-in. models are as follows, all figures rounded out and old prices in parentheses: 17T1, mahogany table $250 ($270); 17T2, mahogany table $250 ($290); 17T3 blonde table $260 ($300); 17C103, mahogany open console $290 ($320); 17C104, blonde open console $310 ($340); 17C105, mahogany open console, $290 ($350); 17C107, console with half doors $300 ($380); 17C108, same in blonde $320 ($400); 17C110, console with half doors $300 ($380); 17C111, same in blonde $320 ($400); 17C109, console with full doors $370 ($400). Two 20-in. consoles, both with half-doors, are reduced: 20C150 to $475 ($575) and 20C151, same in blonde $495 ($595).

Prices include tax and 90-day set warranty, but not tube warranty of $4-$8. Unchanged were GE's 16-in. combinations—the AM-FM-3 speed 16K1 at $520 & 16K2 at $540. The 24-in. full-door console also stays at $775.

* * * *

New RCA Victor line will consist of 17 & 21-in. models only, marks departure from 14 & 16-in., will be promoted with "Picture Power" as catch-words. No combinations are included. Line starts with 17-in. table Bristol (17T153) at $279.95 in mahogany, $289.95 in blonde; 17-in. table Preston (17T155) at $299.95 mahogany or walnut, $309.95 blonde—base offered with each at $20 extra. The 17-in. consolette Hampton (17T160) is $329.50 in choice of mahogany, walnut or oak; 17-in. console Kendall (17T174) is $389.50 in mahogany, walnut or oak.

RCA's first 21-in. models are all consoles: Suffolk, colonial (21T176) at $425 in mahogany or walnut, $445 oak; Donley, modern (21T177) at $450 in mahogany or walnut, $470 oak; Rockingham, Regency (21T178) at $475 in mahogany or walnut; Clarendon (21T179) in mahogany, walnut or maple at $495.

Trade Miscellany: Philco plans to erect plant at Frederick, Md. to make electronic tubes for defense contracts dropped permanently, due to change in orders . . . Sprague Electric's fifth branch plant will be located in Kingston, N. Y., building of 12,000 sq. ft. to be constructed to employ about 100 starting next year . . . Electronic Devices Inc. has purchased Precision Rectifier Corp., will operate Brooklyn plant as division producing selenium rectifiers . . . Striking Tele-tone workers, out since June 26, began going back to work Aug. 21, agreement calling for election to decide whether UEW or IUE shall represent them . . . June exports of radio apparatus totaled $14,472,601, more than double the $6,019,463 same month last year . . . North American Philips has purchased A. W. Haydon Co., Waterbury, Conn., maker of electronic devices, timing motors, etc.; will operate it as division.

Merchandising Notes: New Zenith sets due to be shown shortly after Labor Day . . . Trav-Ler releases 7 new TVs, 9 new radios Aug. 29-30 at distributor meetings in Chicago offices . . . Hallicrafters not discontinuing its 14-in., but has cut list on 14-in. table from $200 to $150, on 16-in. table from $200 to $180, on 17-in. table from $250 to $200; is offering new 19-in. mahogany console at $280 . . . Arvin bidding for high ranking in TV-radio with its biggest ad campaign yet, sharply increasing cooperative newspaper space and point-of-sale material, buying 25 pages for TV, 20 for radios in 16 slick magazines from Sept. thru Dec. 5 . . . Arvin to distribute through Goodyear retail stores, detailing Leslie M. Graham to liaison job, Thomas E. Davis replacing Graham as Indiana-Michigan TV-radio mgr. . . . Stromberg-Carlson's new TVs & radios to be promoted with 51 ads in 10 leading consumer magazines, plus local cooperative newspaper and TV-radio advertising—biggest ad campaign in firm's history.

No new DuMont line is in early prospect, though company has unloaded most of high-priced models recently offered at one-third off list. Fall marketing plans are to be discussed with sales chief Walter L. Stickel Aug. 30-31 at factory meetings with field men. DuMont's 30-in. sets (Vol. 7:26) have all been sold, and new run is planned—probably somewhat lower in price.

Three-pound saving in airborne radar is DuMont's claim for its automatic focusing "Selfocus" CR tubes (Vol. 7:20-21, 33).

Trade Personals: Barton K. Wickstrum promoted to v.p. & gen. sales mgr. of Sylvania, effective Sept. 1, up from gen. sales mgr. of lighting div.; he succeeds sales v.p. Robert H. Bishop, who resigned to become v.p. of E. F. Drew & Co., and is succeeded in lighting div. by Charles A. Burton . . . Bernard Hecht, ex-RCA and International Resistance, new gen. mgr., Starrett, under president Frank D. Langstroth . . . R. C. Freytag, Scott Radio v.p., elected to board . . . J. B. Farr, recently with Tradeways Inc., named mgr. of sales training, GE receiver dept.; R. M. Lutz promoted to supervisor of cooperative advertising . . . Harold Karlsruher, New York State regional sales representative for Emerson, named president of new Emerson-owned subsidiary in Detroit, to be called Emerson-Michigan Inc. and succeed Merchants Wholesale Distributing Co. . . . C. J. Ward, ex-Crosley N. Y. zone mgr., named branch mgr., Crosley Distributing Corp., Albany . . . Sydney J. Mass has resigned as Jerrold sales mgr., his duties taken over temporarily by president Milton J. Shapp and adv. director E. D. Lucas . . . Howard L. Bredlow named Chicago district mgr., Hoffman Radio, planning warehouse there . . . Eugene F. Haines, asst. treasurer, RCA Victor, retires Aug. 31 at age 65 after 50 years with company.

Television Digest WITH AM-FM REPORTS
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Special Report
August 25, 1951

Paradoxes and Marvels

'Electronics Production for Defense'

Factors Involved in the Mobilization of TV-Radio and Related Industries

Salient Excerpts from Address by Glen McDaniel, RTMA President, San Francisco, Aug. 23, 1951

Before Western IRE Convention and Pacific Electronic Exhibit sponsored by West Coast Electronic Mfgrs. Assn.

Editor's Note: *Total of $3.8 billion in electronics contracts let during first fiscal year after Korean outbreak . . . estimated $3.8 billion more to be let during current fiscal year . . . present annual rate of production, under $1.5 billion, due to reach going rate of $4 billion yearly by next summer—and who knows what else in light of current war situation? Why, then, the paradox of idle plants and unemployment in an industry accomplishing such miracles of military production and materials conservation? RTMA's president Glen McDaniel spells out the whys and wherefores in a speech significant enough to merit close reading by everyone in the industry.*

THE American industrial machine is being called upon to perform an unprecedented task in this period of partial mobilization becausc it is required to do four things all at the same time.

First, it must produce the arms and equipment that will make us strong enough to discourage would-be aggressors from starting World War III.

Second, it must provide large amounts of scarce materials for stockpile, to be used if all-out war should come.

Third, it must substantially increase our capacity to produce military equipment.

Fourth, it must maintain the civilian economy at as high a level as possible so that we may follow a pay-as-we-go policy and also protect the kind of life we are fighting for.

Today I should like to talk mainly about the first of these tasks —production of military articles. I might say in passing that we in the electronics industry are helping on the second task—stockpiling—through our industry-wide program for the conservation of critical materials. It is a very active and well organized program that hastens development of methods enabling us to make the same high quality radio and television sets with less of the scarce war materials like copper and nickel.

As to the third task of increasing plant capacity, I believe the job is being done in electronics. For example, of 300 applications so far filed for Certificate of Warranty in our industry, 132 have been granted covering expansions costing $107,000,000. Close to half of this amount is for tubes, which provide many special and difficult problems in military equipment. We have plenty of plant capacity of the civilian assembly type. I believe that the plant expansion problem is not as critical in electronics as in certain primary products like steel.

On the fourth task of maintaining and expanding civilian production I shall have a few words to say later.

The Challenge of Electronics Production for War

In considering our problem under the first task of producing electronics equipment for the military services, we must first make sure we understand the seriousness—I might even say the gravity—of our responsibility.

The dual rise of electronics in military operations and television in civilian life should make us all pause and consider our tremendous responsibilities to our nation and to our generation. Seldom, if ever, has an industry been faced with such far-reaching requirements within a single decade.

As Edwin T. Gibson, of the Defense Production Administration, recently pointed out: "Modern weapons and modern machines of war are vastly bigger, faster, and more complex than they were in World War II. They have, in many instances, outstripped the ability of the human mind to control them. The answer," he said, "lies in remote controls provided by the electronic genius which has so greatly changed our way of life in the brief span of 30 years."

One of your West Coast aircraft officials recently said this to me: "In World War II, electronics equipment was considered as an aid to the personnel operating an airplane; today, the airplane is a platform to carry the electronics equipment which does the fighting."

The truth of this statement is indicated by several objective facts. You may have noticed Charles E. Wilson's statement last week that in some instances the cost of the electronics equipment for a military airplane is more than the total cost of the plane in World War II. Both government officials and aircraft manufacturers say that in some airplanes 60% of the total cost represents electronics equipment, and I am reliably informed that of the average cost of all combat airplanes 32% represents electronics equipment.

General Carl Spaatz, former Chief of Staff of the Army Air Force and one of the military leaders who directed our successful air operations during World War II, recently wrote in *Newsweek:*

"Electronics played a far more important part in the fight for air supremacy in the second world war than is so far realized . . . But these achievements of electronics in the second world war are nothing to what is ahead if there is a third world war. In another war, superior electronics would be decisive."

This statement by such an eminent military authority puts in plainest terms the vital role of electronics in modern warfare. I do not know how he could have expressed the challenge more clearly than by using the word "decisive."

Is the electronics industry being called upon to meet the challenge of producing equipment that may be "decisive" in the next war? The figures would certainly indicate so.

Our latest information is that the military services awarded contracts for electronics and communications equipment and parts totaling $3.8 billion during the first fiscal year after the Korean outbreak. That seems to be a startling figure when you recall that the industry's total commercial business in 1950, its peak year, was only $2.5 billion.

Moreover, authoritative defense officials estimate that another $3.8 billion in electronic contracts will be let during the current fiscal year.

Total appropriations, voted and expected, for electronics and communications products in two years of rearmament represent three-fourths of expenditures in the same category for the entire period of World War II.

Of course, the timing and extent of the impact of these huge contract commitments depend on delivery schedules, and many of the schedules go into 1953 and 1954.

Yet the military services are demanding rapidly accelerating electronics deliveries. The current annual rate of production is under $1.5 billion, and officials say it must reach a going rate of $4 billion yearly by next summer if electronics is to keep pace with the other phases of the defense program.

Defense Production Administrator Charles E. Wilson told the House Appropriations Committee that the production of electronics equipment for the military services increased three-fold during the first half of 1951 but that another three-fold increase is necessary and expected during the second half.

Idle Plants and Unemployment—a Paradox

With this enormous amount of military contracts outstanding, the average citizen would think that every plant in the country capable of producing or assembling electronic equipment would be humming with production.

Yet, information submitted recently by RTMA member-companies in response to a questionnaire indicate that, on an average, set and parts manufacturers in June 1951, were utilizing only half of their plant capacities in both defense and non-defense production. This was broken down roughly as 11% in defense work and 39% in non-defense manufacturing. An earlier RTMA survey showed losses of employment of 50,000 workers among Association members alone in an industry that normally employs about 200,000. The great IBEW Local 13 in Chicago, whose membership is largely confined to radio and television plants, recently reported that over one-half of its 26,000 members were unemployed.

Perhaps this situation would not be so alarming if it merely involved survival of the fittest in normal commercial competition.

However, much more than that is at stake: the ability of the electronics industry to meet its responsibility when and if a third world war comes.

To those not familiar with our industry this situation would seem incredible. Certainly it is anomalous. To those in the industry, however, it is no cause for alarm. People who have been living through the meteoric rise of electronics know that the process of rapid industrial growth is not without its pitfalls, and is often accompanied by dislocations in industry patterns and practices. We are now going through one of those periods of dislocation or relocation, but I am confident that our industry, noted as it is for resourcefulness, will emerge stronger than ever before.

We realize that civilian business went into a slump and military business failed to take up the slack. Here is what happened:

First, the fear of wartime shortages developed into a wave of buying that drove television receiver sales to record heights during the latter half of 1950. People bought in 1950 many of the television sets that would normally have been purchased in 1951.

Second, consumer credit controls, higher taxes, higher living costs, and other economic factors resulting from our partial mobilization program along with normal seasonal influences, slowed down consumer buying with the result that TV set production in 1951 dropped to a quarter of its 1950 peak.

Third, despite large appropriations for military procurement of electronics products, most radio-television manufacturers have been unable to obtain enough defense contracts to offset their losses in civilian business.

Why Military Production Does Not Take Up Slack

All of you will have your own ideas as to why military production has not taken up the slack in civilian production. I will mention some of the factors bearing on the point:

(1) Electronic developments have been so great since World War II that the whole character of manufacturing requirements has changed.

Citing the highly complex electronic fire control and radar equipment developed since World War II, Mr. Edwin T. Gibson said recently that the radar equipment used in World War II was more easily adapted to mass production methods common to the radio-television industry. The number of radar units needed by our armed services today is numerically only a small fraction of the number of TV sets which our industry is equipped to build, but it requires much more time, more engineering, and more labor.

Officials estimate that not more than 20% of military electronics contract commitments will be spent for items which can be manufactured in normal mass-production fashion. Included, for example, are radar equipments costing $400,000 which use less than 350 separate components. Obviously, such equipment cannot be assembled on a production line basis. Assembly might be done by a total of 60 people, of whom half must be engineers.

Here is another example cited the other day by one expert: in $1000 worth of civilian electronics equipment, the manufacturer solders in 700 resistors. In $1000 worth of military equipment, he solders in 37.

The manufacturer of mass production radios and TV sets is likely to find that the biggest order he can get for a military item is 50,000 or 60,000 units. He could handle the job in 10 or 15 days of production, but it takes him 18 months to prepare for the production run.

If we use the 20% yardstick, the $7.6 billion I spoke of is reduced to about $1.5 billion for a two-year period, which is little more than could be expected in normal peacetime periods before Korea. It is in the assembly plants that most of the idle capacity and unemployment occurs.

(2) The complexity of the apparatus often places it beyond the engineering or production capacity of many companies to cope with. It is totally different from the products they are used to making. One of your California aircraft manufacturers recently gave expression to this point by saying that while most aircraft his industry is called upon to build is a modification of or closely related to earlier models, the electronics equipment presents novel engineering and production problems which are, as he termed it, "fantastically difficult." Another of your aircraft builders also illustrated the point by saying that the military services must come to the realization that electronics equipment requires more lead time for production than does aircraft.

Clearly, it is not every company which has the engineering skill and production experience that will permit it to assume responsibility for delivery of some of this complex apparatus.

(3) A substantial portion of military electronic contracts go to companies not normally considered a part of the electronics industry. I refer to aircraft companies, automobile companies, and various others, like Eastman Kodak and Minneapolis-Honeywell. The development by these many companies of interest and skill in electronics is very significant. It is another example of the increasing and widespread importance of the electronics art. It suggests that electronics may be a necessary part of any business of manufacturing mechanical apparatus, and that perhaps in the end it will be difficult to define the electronics industry. Perhaps we shall all be in one branch or another of the electro-mechanical industry.

(4) The military purchases do not offer as much business for the electronics industry as would at first appear. The statistics for "electronics" often include other equipment such as trucks upon which the gear is mounted. Also, even in items generally considered to be electronics, it has been estimated that about one-half of the dollar volume comes from outside the electronics industry. This refers to such things as foundry work for mounts and frames, and various kinds of precision machinery and mechanical gear forming a necessary part of electronics equipment. Recent studies indicate that 35% of the dollar volume of component parts of military electronics equipment, which parts makers are called upon to furnish, represent articles not normally considered as electronics. When spare and replacement parts are also considered, it seems that the 50% estimate for non-electronic components is not far afield.

Conclusions to be Drawn

From this situation it seems clear that two conclusions can be drawn:

(1) We must continue searching for practical methods of spreading the military load and enlisting the facilities and manpower of manufacturers whose plants are either idle or operating far below capacity.

RTMA is trying to do something about this situation. We have established a Small Business Committee and are setting up a liaison between large prime contractors and small manufacturers to facilitate more subcontracting. We compile and issue information leading to subcontracting opportunities. We are trying to anticipate future shortages so that new opportunities may be uncovered.

The larger prime contractors within our industry are already subcontracting on an average of 50% or more of their defense business, according to a survey made by our Association. A large proportion of these subcontractors are in the "small business" category as defined by the Government. That is, they employ less than 500 employes.

Of course, in spreading the work load there is no substitute for shoe leather. I have never seen it better expressed than in the following unofficial quotation on Charles E. Wilson's remarks in response to a question before one of the committees of Congress:

"You have to work for it. Too many people wait for this to come to them on a silver platter. I have not seen that platter myself. You go get it and you work intelligently at it, and you may have to give a considerable amount of help to the departments that are going to place it. That is the way you get it. It is not hard. It is there to get.

"Small business operators should know what they can produce and then should work on the prime contractors. Some of the little fellows got rich during the last war and they are going to get rich all over again.

"They are the ones who make money out of the big corporations. The big corporations are not going to make any money out of it, I hope—not more than a nominal profit."

(2) The second conclusion is that, short of an all-out war, manufacturers equipped only to do assembly operations will probably not be able to get sufficient military business to keep their plants busy. Therefore we must do everything possible to keep our civilian business strong and healthy, thus keeping our industry intact for a greater emergency and doing our part in the fourth task I mentioned earlier.

TV Sales Outlook Is Encouraging

Fortunately, the outlook is encouraging for a steadily rising production of TV receivers during the approaching fall and winter, with greater increases to follow as the "freeze" is lifted and new TV areas open.

Recent upswings in sales of television receivers at the retail level have followed the relaxation of consumer credit controls which Congress effected at the behest of our industry. All indications are that this improvement will continue and that inventories will gradually get back to normal. In fact, in the light of tightening materials controls, TV receivers may again be in short supply before Christmas.

From a long range point of view, we have every reason to be optimistic. Many new TV areas will be opened up within the next few years, and better service will be offered in numerous areas now having only one or two TV stations. Higher power for TV transmitters, now being allowed by the Federal Communications Commission, already is expanding present markets.

New export markets are opening up as other countries, especially in Latin America, are turning to television as they did formerly to American movies. American manufacturers, with a head start on most foreign radio-television producers, should be able to supply these new world markets as well as the expanding home markets.

Thus it appears that while the pattern of military production of electronics equipment is changing, there will be enough civilian business to keep the industry busy once television is permitted to extend its boundaries.

Mobilization Notes: Happy over kudos it's getting for the striking full-page institutional ads it placed in big dailies Aug. 21, relating how big business must team with little, RCA policymakers frankly hope other big electronic contractors join in explaining to public that they can't "hog the govt. business" even if they wanted to. Ads captioned "Mr. K. A. Swanstrom, of Doylestown, Pa., teams up with RCA for national defense" won praise of Sen. Sparkman (D-Ala.), chairman of Senate Small Business Committee, who inserted it in *Congressional Record* with these remarks:

"The advertisement calls attention to a very important fact in the economy of this country; that is, that the very lives of so-called big businesses or big corporations depend upon hundreds of and thousands, and in some cases tens of thousands of small businesses." He then went on to praise RCA president Frank Folsom for his World War II work in procurement for Navy and WPB, and urged "careful reading" of the RCA ad.

Ad relates how Mr. Swanstrom's Penn Engineering & Mfg. Co., employing only 26, is contributing to defense effort by work on new light-weight walkie-talkie, along with 118 other suppliers of precision parts—87 classified by Govt. as "small business." It tells how RCA calls on "literally thousands of small companies" to help with its military contracts, cites 3 current Air Force contracts "requiring the skills and facilities of 560 different suppliers." It winds up:

"This same kind of teamwork in peacetime has made more and better TV and radio sets, records and transmitting equipment. It has contributed materially to our standard of living—the highest the world has ever known.

"We are proud to tip our hat to our 5000 suppliers . . . Together, in peace and in war, we serve America."

* * * *

To ease manufacturers' transition to CMP in fourth quarter, NPA this week issued 7 changes to basic CMP, steel, aluminum and copper orders. Idea is to avoid disruption of normal flow of those metals from mills to consumer durables manufacturers, such as TV-radio, while manufacturers await their allotments from NPA. Thus, until Sept. 10, metal producers are to give "unrated" orders equal preference with authorized controlled materials (ACM) orders. But manufacturers are warned to convert unrated orders to ACM status by Sept. 10, since mills are directed to cancel all orders unconverted by that time. NPA is also riding herd on steel-aluminum-copper producers to see to it that they don't delay accepting or rejecting NPA-authorized orders. This is to give manufacturers time to get on mill schedules of other producers in time for fourth quarter deliveries. New orders are: Dir. 3 to CMP Reg. 3, Dir. 3 & 4 to M-1 (steel), Dir. 2 & 3 to M-11 (copper), Dir. 1 & 2 to M-5 (aluminum).

* * * *

W. W. Watts, DPA deputy administrator on leave from duties as RCA Victor engineering products v.p., has returned to company on part time basis. He's now spending 2-3 days weekly in Washington, assisting new deputy administrator Clay P. Bedford, Kaiser-Frazer executive v.p. Bedford also takes over chairmanship of DPA's powerful Production Executive Committee, authority of which was expanded this week. Edmund T. Morris, chief of NPA's Electronics Div. and member of the committee, gets additional title: Asst. DPA Administrator for Electronics.

Nickel situation is "awful rough," according to NPA officials. "Up to now," says Electronics Div. director Edmund Morris, "the tube makers having been living off the fat. The fat's all gone. CMP allotments should help some next quarter, but manufacturers are going to be in bad shape pretty soon unless we can find more nickel."

MOVE of NPA Electronics Div. to Temporary Bldg. T, 14th St. & Constitution Ave., has brought new lineup of room and phone numbers. For handy reference, here are assignments of top officials; phone numbers are extensions of STerling 5200:

Director: Edmund T. Morris Jr., Room 2362, ext, 3585; deputy director, Donald S. Parris, 2354, ext. 3587.

End Equipment Branch: chief, J. A. Milling, 2350, ext. 5911 & 4305; radio & TV receivers section, Lee Golder, 2343, ext. 4498; radio communications equipment, W. E. Dulin, 2331, ext. 3300; broadcast & sound equipment, J. Bernard Joseph, 2339, ext. 4541; broadcast equipment unit, Donald Cooper, 2339, ext. 4541; military equipment, N. C. Harris, 2335, ext. 3911.

Components Branch: chief, Louis H. Niemann, 2314, ext. 3750; capacitor & resistor section, R. D. Parker, 2324, ext. 3769; transformers, E. MacDonald Nyhen, 2331, ext. 3300; electron tubes, N. H. Stewart, 2316, ext. 3909; special components, Delmus J. Fagge, 2310, ext. 4611.

Programs & Requirements Branch: chief, James A. Mendenhall, 2346, ext. 3929; CMP section, O. W. McDaniel Sr., 2351, ext. 4338; programs & statistics, Eric D. Bovet, 2338, ext. 5608; foreign, Robert R. Burton, 2416, ext. 3380; plant expansion, Wm. J. Bapst, 2323, ext. 5602; conservation, E. W. Glacy, 2420, ext. 3429.

* * * *

NPA eased metal allotment restrictions on production runs of laboratory models of various products by amending order M-71. Companies may apply to NPA, on form NPAF-109, for authority to make trial production runs "only in the minimum number and the minimum size required to determine the suitability of the article for commercial production and use."

Selenium has dwindled to 3-day supply for some rectifier makers, industry group told NPA recently. NPA said it will work on new allocation method to replace present system after Sept. 30.

Financial & Trade Notes: International Resistance Co.'s interim report to stockholders last week shows total income of $7,310,208 first half of 1951 (Jan. 1-June 24), compared with $4,689,803 for comparable 1950 period. Net profit after providing $870,055 for taxes was $522,160 (49¢ a share) as against $340,346 (37¢) after $371,366 taxes for same 1950 period. IRC's total 1950 sales were $11,085,109, profit $1,056,638 ($1.01). Strong demand for resistors will follow summer dip, report says, and statement by president Earnest Searing predicts "good year" despite materials shortages, govt. regulations and tax increases.

Wilcox-Gay Corp. (Majestic) reports net income of $260,986 (8¢ a share) on net sales of $6,236,052 for first 6 months of 1951. First quarter profit was $355,787 on sales of $3,707,658 (Vol. 7:18). Comparable 1950 figures are not available, but in first 8 months of 1950, prior to merger with Garod-Majestic, Wilcox-Gay sales were $1,953,397 and loss $444,720, and consolidated statement for all 1950 showed sales of $8,002,572, net profit $28,205 (Vol. 7:13).

Dividends: Sylvania, $1 on pfd., 50¢ on common, payable Oct. 1 to holders of record Sept. 30; Sprague Electric, 50¢ payable Sept. 14 to holders Aug. 30; Oak Mfg., 35¢ payable Sept. 25 to holders Sept. 10; Stewart-Warner, 35¢ payable Oct. 6 to holders Sept. 14; Globe-Union Inc., 25¢ payable Sept. 10 to holders Sept. 1; I-T-E Circuit Breaker, 40¢ payable Sept. 1 to holders Aug. 23; Aerovox, 15¢ payable Sept. 15 to holders Sept. 1.

Raytheon placed new $4,000,000 note issue this week with New England Mutual Life Insurance Co. and State Mutual Life Assurance Co., due serially 1952-64; proceeds are for plant expansion and refund of $2,000,000 notes previously sold to same companies.

Network TV-Radio Billings

July 1951 and January-July 1951

(For June figures, see *Television Digest*, Vol. 7:29)

NETWORK gross TV time billings, including DuMont's for first time, rose to $8,964,581 for July, up from June's $8,432,462 minus DuMont (Vol. 7:29) and comparing with only $1,533,096 in July 1950. Billings for first 7 months of 1951 have reached $64,190,075, making it virtually certain networks will surpass predicted $100,000,000 for year (Vol. 7:32). Significantly, for first time, CBS-TV challenged NBC-TV's dollar leadership in July, reporting $3,434,659 billings vs. NBC-TV's $3,529,975.

Network radio billings in July were $11,733,804, considerably down from June's $14,872,111—CBS's $4,401,797 comparing with its June radio billings of $6,220,959 and NBC's $3,718,869 comparing with its June $4,739,193 (Vol. 7:29). January-thru-July network radio billings went to $107,232,580 from $109,231,899 same period last year. Radio reduction is accounted for not only by usual summer slump but by fact that lowered network rates were in effect. It's noteworthy that, during July, NBC-TV's dollar volume came within about $200,000 of its radio volume, and it's safe to assume its TV will overtake and exceed its AM within matter of month or so.

The Publishers Information Bureau figures:

NETWORK TELEVISION

	July 1951	July 1950	Jan.-July 1951	Jan.-July 1950
NBC	$ 3,529,975	$ 941,243	$ 30,246,722	$ 8,442,479
CBS	3,434,659	380,906	20,503,987	4,985,302
ABC	1,354,588	210,947	9,733,441	2,137,481
DuMont	645,359	*	3,705,925	*
Total	$ 8,964,581	$ 1,533,096	$ 64,190,075	$ 15,565,262

NETWORK RADIO

CBS	$ 4,401,797	$ 4,512,915	$ 43,650,557	$ 40,574,812
NBC	3,718,869	4,455,431	33,718,905	37,365,474
ABC	2,265,297	2,267,233	19,655,369	21,740,769
MBS	1,347,841	1,057,200	10,207,749	9,550,844
Total	$11,733,804	$12,292,779	$107,232,580	$109,231,899

* Figures for 1950 not available.

First labor union to apply for TV outlet is Chicago Federation of Labor (AFL), operator of commercial AM station WCFL, which filed this week for Channel 11, the educational channel FCC proposes to allocate to Chicago. United Auto Workers (CIO), operating FM station WDET, Detroit, has indicated intentions of applying for Detroit (Vol. 7:23), but hasn't filed as yet. Only other new TV applicants this week are WNOK, Columbia, S. C., seeking Channel 10, and WMOX, Meridian, Miss., Channel 11. These bring total applications now pending to 435.

Boxing fans are irate over capture of much-anticipated Sept. 12 Robinson-Turpin bout by Theatre Network TV (Vol. 7:33), asking what happened to coalition of TV set makers which nailed down July 18 Charles-Walcott fight for home TV (Vol. 7:28-29). Though no one is saying much, there's every indication manufacturers will be in there bidding for future fights. Some observers say manufacturers are showing they don't intend to be "played for suckers," outbidding everyone every time bait is dangled.

Dr. Philip Litvin, 45, husband of Mrs. Fanney Neyman Litvin, FCC examiner, was drowned Aug. 21 in rapids of Clarks Fork River in Montana when his canoe capsized. He was vacationing with his wife, who saw the accident, in which Montana broadcasters Ed Craney and Vern Totten managed to swim ashore after Dr. Litvin, who could not swim, was torn by force of water from Craney's grip. Dr. Litvin was a Washington psychiatrist, a lieutenant-colonel in Army medical reserve, and associate professor of neurology at Georgetown U.

Telecasting Notes: Only big league baseball team that never permitted telecasts, Pittsburgh Pirates, has relented for 3 away games to be sponsored on WDTV jointly by TV dealers and Sealtest, thru Ketchum, McLeod & Grove, Pittsburgh; first is Aug. 26 game with Dodgers from Ebbetts Field, Brooklyn, next are Sept. 22 & 23 with Reds from Cincinnati . . . Seven Detroit area AM stations, emulating CBS & NBC (Vol. 7:31-32), have joined for campaign to "sell radio" with newspaper, car card, radio promotion—using slogan "Wherever You Go—There's Radio" . . . Associated Tulsa Broadcasters, 6 AM stations headed by KVOO's William B. Way, has been formed to do same sort of promotion . . . NBC-Radio out with brochure titled *NBC Radio in TV Areas*, study of impact of TV on radio, with text, maps and charts designed to prove network radio is still good buy even in TV areas . . . "Takeover day" for KFI-TV, Los Angeles, whose $2,500,000 sale (Vol. 7:23) to Don Lee Enterprises has been approved by FCC (Vol. 7:32), is due on or about Sept. 1, after which call letters will be changed to KHJ-TV . . . Call letters for Atlanta's new outlet, scheduled to begin operation Oct. 1, subject to current dispute (Vol. 7:32-33), are to be WLTV —the WCON call to be abandoned . . . Denver's KLZ, TV applicant, is telling its constituents city's first commercial video won't be offered until March 1, 1953 . . . Long-term contract for *The Goldbergs* has been signed by NBC-TV, time and sponsor not yet announced . . . Ten pre-1948 Paramount releases produced by Wm. Pine & William Thomas, who own rights, being released to TV via MCA—ABC reported paying $175,000 for 2-run rights on its own 5 stations. Films are: *Wildcat, Wrecking Crew, Caged Fury, Tornado, Take It Big, Dangerous Passage, Follow That Woman, Swamp Fire, Fear in the Night, Shaggy* . . . Los Angeles Times' KTTV reported to have paid $225,000 for rights to 175 Republic films (minus Gene Autry & Roy Rogers items) . . . With NBC-TV relinquishing 11-12 midnight *Broadway Open House* time to stations, Camels has taken it for *Camel Film Theatre*, with releases from TV Films Inc., on NBC's WNBT, WNBW, WNBQ . . . New musical *Top Banana*, with Phil Silvers, opening in N. Y. about Nov. 1, has ABC-TV & MCA owning small pieces (trade press says $7000 each), following example of RCA-NBC in backing *Call Me Madam* . . . Philadelphia's WFIL-TV has asked FCC permission to install temporary 3-hop microwave from Atlantic City to carry Sept. 8-9 "marathon" from Convention Hall, on behalf of cerebral palsy campaign . . . KPIX, San Francisco, Sept. 1 raises base rate from $450 to $600 an hour, new Rate Card No. 4 granting discounts up to 20% for 260 or more times; Class B time now $450; one-min. spots $120 Class A, $90 Class B . . . Harold Gross' WJIM, Lansing, and WGFG, Kalamazoo, switch from ABC to NBC Sept. 30; he's owner also of WJIM-TV.

CBS will virtually rebuild Mt. Wilson installation of KTSL, Los Angeles, to which it expects to move within 60 days. This week it applied for and received FCC approval for reconstruction and move. Grant specifies reduction of powers from 9.3 kw visual, 6 kw aural, to .5 kw visual, .3 kw aural—per FCC's freeze-grant policy. Upon completion, station will undoubtedly ask for STA for increase under recent temporary power hike ruling (Vol. 7:30-33). CBS said present installation is "engineeringly unsound" in that tower is too close to building and transmitting equipment is poorly located. Another important reason is that FCC was considering whether station was constructed by original owner Don Lee before obtaining CP, was thus illegal. FCC grant indicates "taint" removed. CBS estimates cost of project at $130,569.

FCC loses 10% of appropriations in bill that cuts its budget to $6,116,650 for fiscal 1952 (July 1, 1951-June 30, 1952) from $6,600,000 of preceding fiscal year.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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RULE-OF-THUMB FOR TV STATION COVERAGE: The old AM "power complex" is admittedly hard to shake, Mr. Timebuyer, but the basic facts of TV technical life clearly relegate brute power to a smaller role in TV coverage.

What with 40-odd power boosts recently authorized by FCC (Vol. 7:30-34), and with more and more stations moving to taller towers, coverage claims are becoming more confusing than ever. Nor will problem get any simpler when freeze ends.

Powers will jump to 100-200 kw. Antennas will frequently zoom to 1000 ft. or more. Uhf will be commercial for first time. Receivers and their antennas will improve. Channels will get more crowded.

It's not as easy to calculate as radio yet, and claims for TV powers are prone to be exaggerated. Actual proof of viewing is the payoff, of course, but certain factors will tell you whether a signal is likely to be available to be viewed.

This checklist will serve as rough guide -- rough because local situations vary greatly: (a) Note power, give it moderate weight but forget old AM power fetish. (b) Give close attention to height of antenna above general countryside -- "above average terrain" in engineering lingo. (c) Note whether channel number is high or low. (d) Check nearest stations on same channel -- how close, how high, how powerful. That gives you best rule-of-thumb.

* * * *

FCC and industry gave coverage question intensive study before Commission came up with current proposal for ending freeze. Two grades of service are specified for each station -- A and B. Very broadly speaking, these stand respectively for "good-to-excellent" and "fair-to-good" when divested of technical verbiage.

Today, average station has about 15 kw ERP (effective radiated power) on Channels 2-6, 25 kw on Channels 7-13. Using FCC's charts, you find 15-kw Channel 2-6 stations giving Grade A service out to 17 miles, Grade B to 45. With their 25 kw, Channel 7-13 stations give 21-mile A and 40-mile B. Note surprising fact that higher channels actually do better than low on Grade A.

Above figures assume antennas 500 ft. above average terrain -- about average among today's stations. Jump height to 1000 ft. and Channels 2-6 give Grade A out to 25 miles, B to 56. Channels 7-13 give 31 and 50 miles for A and B.

Now, let's go back to 500 ft. and see what power boosts may do. FCC intends to allow 100 kw for Channels 2-6, 200 kw for Channels 7-13. Lower channels would give 27-mile A, 57-mile B. Higher channels would give 33-mile A, 50-mile B.

Note carefully how addition of 500 ft. to antenna gives about same results, from distance standpoint, as 6-to-8 times increase in power. But there's no substitute for power in making indoor antennas work and driving signals behind buildings.

If you combine power and height increases, these figures emerge: Channels 2-6, 37-mile A and 70-mile B. Channels 7-13, 44-mile A and 61-mile B.

For uhf stations, due to get 200 kw, 500-ft. antenna would give 29-mile A, 41-mile B. With 1000 ft., it's 40-mile A and 52-mile B.

Practically speaking, service is obtained and will be obtained well beyond

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mileages given for all foregoing categories. But Commission had to draw line somewhere, and there's no widespread disagreement with its vhf proposals. However, there's considerable question about uhf coverage, with many engineers dubious about uhf's potential in rough terrain -- particularly with "mere" 200 kw. There's little question uhf will operate at disadvantage in hilly areas like Pittsburgh.

Current reports of 100-150 mile reception will gradually diminish, as they did in AM, when more stations get on each channel. Each station acts as block to signals of others on same channel.

Single TV stations serving vast areas, as AM clear-channel stations do, just aren't possible with present type of station. AM signals hug curvature of the earth, while TV signals behave more like beams of light, most of energy shooting off into space beyond horizon. Hence the importance of antenna height -- wider horizon. Satellites or Stratovision and the like might offer wide-range coverage, but their prospects are slim for the visible future.

FCC aims to give all stations equal potential coverage -- hence more power for higher channels. But there will probably always be a "best antenna site in town." Yet here, too, FCC encourages all stations to use same "best" site, e.g., Empire State Bldg., now scheduled to be site of 6 of New York area's 7 stations.

PROGRAM RIVALRY—PUBLIC THE WINNER: This summer's programs, with a few exceptions, were admittedly pretty bad -- which may account in part for slow sale of TV sets.

But from now on, you're going to see such intense competition for audience -- networks vs. networks, stations vs. stations, sponsors vs. sponsors, TV vs. radio -- that this sixth year of post-war commercial programming can hardly fail to offer something to please the most exacting televiewer.

More than any other single factor, good programs sell receiving sets -- and the new crop of shows certainly should. And this season, actually only second year of big-time TV operation, most of the stations can hardly plead poverty, for:

(a) Their time is being sold at much higher rates, with plenty of sponsors.

(b) Nearly all have moved into profit operation, after some lean years, and so they're more inclined to spend on plant and programs. Good many stations are now grossing well into the millions, though most have heavy investments and past losses yet to write off; several we know will gross better than $5,000,000 each this year.

(c) All are thoroughly "sold" on the TV medium, thanking their lucky stars they got into TV before the FCC freeze. They're pioneer enterprisers who know from radio experience they can best consolidate their competitive advantages by pleasing the public. (All but 21 of the 107 stations are affiliated with local AM stations.)

Even before traditional Labor Day turning point, you see spectacle of the networks, always the program leaders, competing hammer and tongs for vantage. And networks in TV, as in radio, are the main experimenters and program providers.

Competitively, ABC & NBC would seem to have head start because each owns 5 stations in major markets, whereas DuMont owns only 3, CBS only 2 outright and 45% of third. Yet real race for leadership in TV, as in radio, is between NBC and CBS -- with former (backed by parent RCA, big laboratory and manufacturing pioneer) far ahead. Usually live-wire CBS was a later and more reluctant convert to TV.

ABC and DuMont are coming along nicely. But though they invested wisely in stations (which are quite profitable, whereas network operation per se isn't yet), they have never cut much ice either program-wise or sponsor-wise. They still run rather poor third and fourth in network billings, the best barometer (see Vol.7:34).

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Your daily newspaper listings will report the new and resumed shows, but best trade sizeup we've seen of the way the big competition is shaping up is that of Variety's George Rosen. That top-notch observer is more bluntly outspoken than trade reporters usually are. Here's how he looks on TV's big-league "slugging match":

"The NBC vs. CBS competitive TV program sweepstakes for 1951-52, which preem in the next couple of weeks, projects NBC as the powerhouse in its array of personalities and major productions. Video-wise, it's a throwback to the days when NBC was

riding wide and handsome in the two-way radio rivalry before Columbia's Bill Paley invested millions of dollars in corralling top personalities into the CBS fold.

"Oddly enough, some of those lured into the Paley camp, notably Groucho Marx and Red Skelton, have since joined the big-league NBC-TV roster. Likewise, the transitional era finds the two major personalities who succumbed to Paley's 'come-on-to-my-house' capital gains blandishments -- Jack Benny and Bing Crosby -- have yet to demonstrate their preeminence in TV, with Crosby still remaining aloof...

"That NBC has succeeded in jockeying itself into the TV program leadership is attributed in measure to a blueprint concept at variance with the Columbia philosophy of 'grab the client and let the show follow,' a state of affairs which finds one of the web's choice properties, Sam Levenson, frozen out of any of the choice time segments and provoking Gertrude Berg's signaturing with NBC.

"NBC, on the other hand, is credited with demonstrating an awareness of 'the show's the thing' formula in alloting specific time segments to the talent and inviting clients to take it or leave it...[A] breakdown of NBC-CBS program rivalry would indicate that, if anything, NBC is more of a powerhouse than ever."

Editor Rosen then goes on to compare nightly NBC vs. CBS showings, noting that Saturday-Sunday will offer the "greatest concentration of regularly scheduled names in show biz history." Saturday night on NBC-TV, for example, we're promised The Goldbergs at 7, One Man's Family at 7:30, All-Star Revue (Jimmy Durante, Danny Thomas, Ed Wynn, Jack Carson) at 8, show of Shows (Imogene Coca & Sid Caesar) at 9, Hit Parade at 10:30 vs. CBS's Sammy Kaye, Ken Murray, Faye Emerson, Songs for Sale.

Sunday nights, NBC-TV offers Chesterfield's Bob Hope alternating with Jerry Lester and others at 7, opposite CBS-TV's Gene Autry; Young Mr. Bobbin at 7:30, opposite This Is Show Business; Comedy Hour (Eddie Cantor, Martin & Lewis, Jackie Gleason, Tony Martin, alternating) at 8, opposite Ed Sullivan's Toast of the Town; Philco Television Playhouse at 9, opposite Fred Waring Show; Red Skelton at 10.

Those are merely the week-end night lineups. Daytime and other nights also have lots of big program money and brains and sweat going into them -- all for the delectation of the 13,000,000-plus American homes owning TV sets and the millions more the TV people want to add to that audience.

STATUS OF 'SILENT' FREEZE HEARING: "Paper" FCC hearing on TV allocations is in full swing, things going about as expected. DuMont's nation-wide plan drew a flock of oppositions, 124 in all, and deadline for first geographical group is Sept. 4.

It's too early to tell whether delays will occur after Nov. 26, when all filings are in. Real question is what FCC does about requests for oral presentation when and if they arrive. Commission will undoubtedly be extremely reluctant to grant such requests for fear of opening floodgates and winding up with interminable oral hearings -- back where everyone started.

Oppositions to DuMont proposal are same as those presented in original comments (Supplements No. 72-72C), with amplification. Fact there's such large number of these is popularly construed as widespread disapproval of plan. Actually, there are far fewer oppositions to DuMont's proposal than to FCC's -- largely because DuMont would allow more vhf stations. Most of those disagreeing with DuMont like its philosophy but prefer their own implementations of it.

Individual filings aren't generally voluminous yet, but some will be when first sectional group, covering Maine to Maryland, comes in. New York's Board of Regents, proposing 11-station educational network, has 400-page document.

[Deadlines for each area are detailed in Supplement No. 73.]

There's lots of cynicism about filings, many parties saying "FCC will never look at these." But industry went along with "written hearing" plan, and still does, because it offers target dates for ending freeze, whereas oral hearing loomed as talkfest without end.

* * * *

Educational reservation question took another turn this week. FCC Chairman Coy wrote Sen. Johnson that he now sees "in a new light" the question whether FCC

has legal authority to require commercial stations to set aside specific percentages of time for educational programs.

But Coy still doesn't think much of handling educational TV that way -- even though Sen. Johnson prefers it to reserving channels for schools. Said Coy:

"The policy problems involved in possible exercise of authority to devote a specified percentage of broadcast time to educational programs are of the most formidable kind, and I have a real doubt as to the desirability of such a requirement. The first problem, and probably the most difficult, would be adequate definition of the term 'educational' program."

Coy had changed his mind after reading memo from general counsel Benedict Cottone, who disagreed with original opinion by assistant Max Goldman (Vol. 7:33).

VIDEOTOWN FIGURES, HANDLE WITH CARE: "Videotown" surveyors got fingers burnt last year when they "warned" industry that their mid-year findings indicated set sales would amount to only 4,000,000 for 1950. Prediction was manifestly off-base at the time -- even if there had been no Korea-prompted buying rush in offing (Vol. 6:26).

Actually, prediction was quite accurate -- for Videotown. But it was cockeyed for country as a whole. This week, survey's sponsor, Cunningham & Walsh ad agency, issued "Videotown IV," which shows town's TVs increased 113% during 1950 over number in 1949. Thus, agency's prediction of "doubled" ownership was quite close. As we pointed out at time, danger lay in assuming that single small "mature" market (40,000 pop., 40 mi. from New York) was representative of whole U.S.

No national prediction accompanies new survey, which covers situation as of June 1, 1951 -- but year's sales outlook for Videotown should come closer to country-wide pattern, simply because all TV markets are one year older.

Survey estimates this year's sales will reach two-thirds those of 1950. Thus if 7,500,000 were made and sold last year, that means around 5,000,000 this year -- not far from most guesstimates. (Actually, inventory pileups indicate less than the 7,500,000 were sold -- possibly as many as 1-2,000,000 overlapping from 1950 production into 1951 pipelines.)

Replacement market of about 400,000 for 1951 could be anticipated, if it's safe to "extrapolate" Videotown findings. Of present owners, 3.8% intend to replace this year -- 62% wanting bigger screen, 29% seeking better performance.

* * * *

Survey in unidentified Videotown is exhaustive, comprising interviews with all 5457 TV owners in town, plus 528 non-owners. Among other findings: (1) Only 65 families own 2 sets, and mere 32 are using both. (2) Color impact is negligible -- 43% saying they'd leave it alone, 20% undecided; 17% planning on converter or adapter; 8% planning on converter or adapter, if they could afford one; 7% expecting to buy color set; 6% saying "it depends on cost." (3) Of total sets, 21% are 10-in., 32% are 12½-in., 31% are 16-in., 16% are 17-in. and up. (4) Fifteen brands, unidentified, account for 94.9% of sets; 4 dealers sold 48% of total.

Viewing-listening-movie habits: (1) During average evening, 86% of sets are turned on, compared with 88% last year; set is on 4.1 hours daily, same as last year. (2) Husbands watch 11.2 hours Mon.-Fri., wives 12.3, while children range from 6.6 hours for sons over 18 to 12.3 for youngsters 10-18. (3) Evening radio listening drops to one-eighth as much as pre-TV, but daytime listening is little affected. (4) Movie attendance is only 20% higher among non-owners than among set owners this year, compared with 100% last year, but attendance was down 40% in all groups -- thus attributable to something besides TV.

Televising of public hearings was endorsed on final report of Senate Crime Investigating Committee Aug. 31. Committee proposed code to govern telecasts of Congressional events which upholds public's "right to be informed of the activities of its Govt." as well as rights of witness to fair hearing, but says "a witness does not have any inherent right to interfere with the rights of the public in this regard." Other suggestions: (1) Sponsors for telecasts should be approved in advance by committee holding hearing. (2) Commercials shouldn't be broadcast from hearing room. (3) Station breaks limited to 10 seconds. (4) Proceedings shouldn't be interrupted for comment or commercials. (5) "Institutional" commercials of minute or less permitted during pauses and intermissions. (6) Local stations banned from interrupting network program to insert local or spot announcements.

FOOTBALL is CBS's greatest color effort to date. It claims 11-station network, East and Midwest, lined up for 9-game series to start Sept. 29 with Penn-California game at Franklin Field, Philadelphia. Schedule is attractive, but CBS suffers same enormous handicap it did when it went commercial 2 months ago (Vol. 7:26)—no sets. Only few dozen appear in prospect, most supplied by CBS.

Neither stations nor sponsor are yet disclosed by CBS. A regular sponsor would be CBS color's first; several advertisers gave system sendoff, but none has bought daily schedule since.

As inducement to stations, CBS is footing most bills, offering number of color sets (usually 5)—plus 10% of rate card. At least two of the stations planning to carry football chose to take it free, refusing 10% on grounds it's bad precedent to depart from rate.

In Midwest, definitely planning to colorcast games are: WBKB, Chicago; WBNS-TV, Columbus; WJBK-TV, Detroit. WHIO-TV, Dayton, is said to be "willing." WKRC-TV, Cincinnati, is undecided. Other cities may come in.

Reports in Chicago are that Webster-Chicago claims 10,000 slave units in works, that it could make 36 available to WBKB by mid-September, 36 more by Oct. 1.

How much demand for color sets and adapters will be created is anyone's guess. CBS faces mighty tough competition in "free" NCAA schedule to be sponsored by Westinghouse on NBC-TV (Vol. 7:30).

The 4 Eastern stations which have carried color feeds from New York give this status report on color schedule:

WMAR-TV, Baltimore—Will carry full football schedule if sponsored, "some" games if not. Continues daily 10:30-11 a.m. show. Has had one color set, expects 8-10 for football, 5 to be supplied by CBS.

WTOP-TV, Washington—"Probably" will carry all games. Continues daily morning program. Expects "some sets" from CBS for football.

WCAU-TV, Philadelphia—To use all games. Has been taking morning program from coaxial, feeding it closed-circuit to 2 receivers in studio. Expects 5 sets from CBS.

WNAC-TV, Boston—"Undecided" about football. Now colorcasting morning show.

Meanwhile, proponents of compatible system are anxious to get on with field testing. Panel 13 (standards) meets Sept. 7, hopes to fix definitely on set of specifications to field test (Vol. 7:32-33). Its findings go to whole National TV System Committee at N. Y. meeting Sept. 18.

RCA-NBC resumed its colorcasts in New York this week with 10-10:15 a.m. daily schedule. Larger-scale showings, including public demonstrations, are set for 10-10:20 a.m. Sept. 10-21. RCA, like all compatible system field testers, is handicapped by fact FCC limits colorcasts to periods outside regular programming hours. What with growing daytime commercial schedules, experimenters may soon find themselves transmitting color outside normal working hours only.

RCA chairman David Sarnoff renewed his campaign for dual standards—FCC authorization of compatible system alongside CBS's—with statement this week, reading:

"Neither pride nor prejudice, nor politics, nor the private interests of any member of the industry will make the final decision on this vital question. If given the opportunity to do so, the public can and will make that decision. I strongly favor giving the public such an opportunity . . . Only [with dual standards] can the public have the opportunity to see both systems in actual operation, to reach its own decision, and to make its own choice."

CBS's Dr. Peter Goldmark, in *Broadcasting Magazine* interview (Aug. 27), said tests using RCA tri-color tube with CBS system have shown that it performs far less satisfactorily than color disc in "every aspect—color, contrast and detail." He said tube is impractical to manufacture from mass production and price standpoints. Dr. Goldmark's statement is at variance with informal reports from several other set manufacturers who've been using RCA tube in their labs to monitor CBS colorcasts.

RCA-CBS competition never wanes, at home or abroad. Both claim great success in TV "Battle of Berlin" (Vol. 7:32). RCA reports that 1,250,000 saw its Berlin demonstations; CBS has brought back "Miss Color TV of Germany." CBS scheduled surgical showings in Paris; RCA announced 10-week surgical tour starting Sept. 1—Copenhagen, Catania, Milan, Rome, Turin, Brussels.

Telecasting Notes: Riding high on current tide of sponsorships, ABC issued 14-page press release Aug. 29 to report sale of $24,131,000 worth of time ($6,808,000 on its TV network) covering 7-week period to Oct. 14. Some 75% are new accounts, it stated, listing these new TV sponsors: Bona-Fide Mills, Bristol Myers, Brown Shoe, Celanese Corp., Cliquot Club, DuPont Orlon Div., Hollywood Candy Co., Jene Sales, C. H. Masland, Sundial Shoe Co. . . . Despite ownership of 5 TV stations, all quite profitable, ABC-TV as network has consistently ranked poor third in TV billings, now looks like it's approaching sellout status, as have NBC-TV & CBS-TV [for their relative status as of end of July, see PIB billings report, Vol. 7:34] . . . "Abatement of the TV hysteria" is one of reasons given by MBS president Frank White for that AM network's 7% increase in billings (to $10,200,000) for January-July period—this despite current radio network rate reductions . . . "Use radio to sell radio" campaigns (Vol. 7:31-32, 34) really under way, with NARTB preparing 15-min. transcriptions to be sent monthly to member stations to use as broadcasts to public—extoling entertainment, news, public service, advertising merits of radio; opposite side of discs contains radio-promoting spots . . . World Broadcasting System (Ziv) also preparing package of "sell radio" promotional material to go to affiliates of its transcription network . . . "Television Square," WOR-TV's 47,000 sq. ft. structure occupying nearly entire block from 67th to 68th Sts. between Broadway & Columbus Aves., New York, is month ahead of schedule, should be ready for occupancy Dec. 1 . . . Canadian Radio Section, setting forth in text and ads the merits of commercial radio in Dominion, occupies 35 pages of Aug. 27 *Sponsor*—mostly devoted to AM because "TV in Canada is today in a state of creeping growth" while CBC builds Toronto & Montreal stations now apparently delayed until "fall of 1952" . . . Foreign-language AM outlet WOV, New York, not itself in TV, has unusual tieup with one of its sponsors, Buitoni Macaroni Corp., of New York & Rome, whereby WOV staff under mgr. Ralph Weil will supervise film series to be shot at factory in Italy, titled *Continental Holiday with Buitoni*, films then used on sponsored spots on TV . . . New York's WPIX signs up 117 sports events from Madison Square Garden this season, including basketball, hockey, rodeo and dog & horse shows, under contract inked Aug. 31 . . . Louis B. Mayer, ex-MGM chief, reported by *New York Journal-American* to be planning to enter TV film production with Henry Ford II, Walter P. Chrysler and others prepared to invest $100,000,000 over 10-year period . . . WCBS-TV, New York, has issued Rate Card No. 10, effective Sept. 1, fixing base Class A hour rate at $3750, half hour $2250, 15-min. $1500, one-min. ann. or 20-sec. station breaks $775—with frequency discounts . . . WMAL-TV, Washington, Sept. 15 raises base hour rate from $500 to $600, 5-min. from $150 to $175, 1-min. from $90 to $120 . . . WHAS-TV, Louisville, has new rate card as of Sept. 1, raising base hour rate from $400 to $500, announcements from $65 to $100.

Personal Notes: Wayne Coy, FCC chairman, flies Sept. 3 to Japanese treaty conference in San Francisco as member of President Truman's party aboard the *Independence;* he was invited personally by the President, so as to be present at Sept. 4 opening of first transcontinental TV hookup . . . Robert McCormick, NBC-TV Washington news chief and commentator, assigned to Europe as business mgr. for NBC-TV news, leaving in mid-Sept. for Paris headquarters; his executive job in Washington is taken over by Julian Goodman, his commentator functions by David Brinkley . . . Robert K. Richards, NARTB public affairs director, reelected secretary of Council of Journalism Inc., Northwestern U's Baskett Mosse elected new chairman . . . John McClay, ex-WPIX, New York, now director of operations, WCAU-TV, Philadelphia . . . Bill Brennan named program director of KTSL, Los Angeles, succeeding Cecil Barker, now with KECA-TV . . . Robert M. Shaw, ex-General Motors, joins ABC as administrative asst. to TV program v.p. Harold L. Morgan . . . Albert Zugsmith, formerly associated with Smith Davis in newspaper-radio brokerage field, now in Hollywood, head of International Film Investment Corp., producing and financing pictures . . . Aaron Beckwith, ex-WAGE, Syracuse, now gen. sales mgr., United Television Programs . . . Wilfred S. Roberts, TV-radio director, and John F. MacKay, copy chief, elected v.p.'s, Pedlar & Ryan . . . A. J. Potter, ex-Wm. Esty Co., joins Los Angeles office of Calkins & Holden, Carlock, McClinton & Smith as TV-radio director . . . Lovick E. Draper, ex-ABC and D'Arcy Adv., has joined Houston office of Foote, Cone & Belding as account supervisor, Grand Prize Beer . . . Carlo DeAngelo elected president of Productions for Television Inc., at same time will supervise TV for Emil Mogul agency . . . Franklin S. Roberts, ex-Harry Fiegenbaum Adv., named TV-radio director, Wil Roberts Adv., Philadelphia.

Network Accounts: Second season of NBC-TV *Kate Smith Hour*, staged in Hudson Theatre Mon.-thru-Fri. 4-5, resumes Sept. 10 as complete sellout, with Procter & Gamble taking first 15 min. each day, others as follows: Mon., Pillsbury Mills, Chesebrough Mfg., Cannon Mills; Tue., Simmons Co., Esquire Shoe Polish, Singer Sewing Machine Co.; Wed., Andrew Jergens, Glidden Co., Gerber Products; Thu., Simoniz Co., Minute Maid Corp., Hunt Foods; Fri., Jergens, Glidden, Hunt. In addition, Miss Smith will start night variety show on NBC-TV under same title Sept. 19, Wed. 8-9 . . . NBC-TV *Show of Shows* (Sid Caesar & Imogene Coca) resumes Sept. 8, Sat. 9-10:30, with these sponsors: Camels, 9-9:30; S.O.S., Benrus and Libby, McNeill & Libby, partic., 9:30-10; Lehn & Fink and Eversharp, alternate weeks, 10-10:30 . . . CBS-TV daytime *Garry Moore Show*, Mon.-thru-Fri. 1:30-2:30, has been sold out, with Junket taking Tue. & Thu. 1:45-2 from Sept. 4 and Corn Products (Linit) taking Tue. 2:15-2:30 starting Oct. 16. Other sponsors: GE, 1:30-1:45 Mon.-Wed.-Fri. and Best Foods Tue. & Thu.; Chase & Sanborn, 1:45-2 Mon.-Wed.-Fri.; Procter & Gamble (Duz & Ivory), 2-2:15 Mon.-thru-Fri.; R. J. Reynolds Tobacco (Cavalier cigarettes), 2:15-2:30 Mon.-Wed.-Fri.; Quaker Oats (Aunt Jemima mix), 2:15-2:30 Thu. . . . Crawford Clothes (clothing chain) Sept. 9 takes sponsorship of *They Stand Accused* on DuMont Network, Sun. 10-11, originating in WGN-TV, Chicago, thru Al Paul Lefton; same sponsor has also bought *Public Prosecutor*, mystery film with studio panel to solve crime, on WABD, New York, starting Sept. 6, Thu. 9:30-10 . . . CBS-TV's *Alan Young Show*, sponsored by Ford Dealers in Los Angeles and on kinescopes for East, resumes Sept. 20 on Eastern network for Esso, Thu. 9-9:30, thru Marschalk & Pratt, and on Midwest network for Kroger grocery chain, thru Ralph H. Jones Co., Cincinnati . . . Bristol-Myers Co. on Sept. 24 switches *Break the Bank* from NBC-TV to ABC-TV, Mon., Wed. & Fri., 11:30-12 noon, thru Doherty, Clifford & Shenfield; Philip Morris takes Tue. & Thu. segment, thru Cecil & Presbrey . . . C. H. Masland & Sons (rugs & hunting-fishing clothes), on Aug. 30 began *Masland at Home Show* on ABC-TV, Thu. 10:30-10:45, thru Anderson & Cairns Inc., N. Y. . . . Peter Paul Co. (candy) from Sept. 13 will sponsor Thu. segment of Mon.-thru-Fri. *Gabby Hayes Show* on NBC-TV, 5:15-5:30, thru Maxon Inc.; Mon. & Fri. shows sponsored by Quaker Oats, which also sponsors it Sun. 5-5:30, thru Sherman & Marquette . . . Time Inc. has purchased one-time on ABC-TV Fri., Sept. 7, 10-11 p.m., for *Your Stake in Japan*, dramatic show timed for eve of signing of peace treaty, placed thru Young & Rubicam.

Station Accounts: National Shoe Stores Inc. is sponsoring 1935 Gene Autry serial *The Phantom Empire* on NBC's WNBT, New York, Sun. 10-10:30 a.m., though all current Gene Autry films are made for CBS-TV; in Los Angeles, Arden Farms (dairy chain) has bought series of Autry pictures, made for CBS-TV, to be carried on ABC's KECA-TV, paying reported $1000 per run . . . Corning Glass Works, for Pyrex, using participations on *Kitchen Fare*, Thu. 11-11:30 a.m. on WABD, thru Young & Rubicam, N. Y. . . . Oakite Products Inc. (cleansers) will use TV with other media in new Sept. 10-Dec. 10 campaign featuring consumer contest, thru Calkins & Holden, Carlock, McClinton & Smith, N. Y. . . . P. Ballantine & Sons (beer & ale) Oct. 4 begins *Intrigue*, mystery series, on WNBT and WNBW, Thu. 10:30-11, thru J. Walter Thompson, N. Y. . . . Stroh Brewing Co. to sponsor home games of Detroit Red Wings hockey team on WWJ-TV and Lansing's WJIM-TV, simulcast while carried on 16-station state radio network . . . Old Gold to sponsor *Queen for a Day* on KECA-TV, Los Angeles, Thu. 8-8:30 starting Sept. 13, thru Lennen & Mitchell, N. Y. . . . New sponsors on WCBS-TV, New York, all using announcements or participations, include *World Telegram & Sun*, thru Donahue & Coe; Stahl-Meyer Inc. (Ferris hams), thru Dowd, Redfield & Johnstone; Murine Co. (eye wash), thru BBDO, Chicago; Ullman Co. (Shelf-N-Edge plastic), thru Posner-Zabin Adv.; Duffy-Mott Co. (Sunsweet prune juice), thru Young & Rubicam; V. LaRosa & Sons Inc. (macaroni products), thru Kiesewetter Associates; Silex Co. (Fresherator), thru H. B. Humphrey, Alley & Richards . . . Among other advertisers reported using or planning to use TV: Minnesota Mining & Mfg. Co. (Underseal), thru BBDO, Chicago; U. S. Industrial Chemicals Inc. (Super-Pyrol anti-freeze), thru Geyer, Newell & Ganger, N. Y.; George D. Roper Corp. (pumps), thru Cummings, Brand & McPherson, Rockford, Ill.; Bowman Biscuit Co. (cookies & crackers), thru Ball & Davidson, Denver; Electric Steam Radiator Corp. (portable steam radiators, vaporizers, bottle warmers, etc.), thru O'Neil, Larson & McMahon, Chicago; Casite Corp. (automobile oil), thru Keeling & Co., Indianapolis; Union Starch & Refining Co. (Pennant Reddi Starch) and Scott Petersen & Co. (meat products), thru H. W. Kastor & Sons, Chicago; Chase Candy Co., thru Glee R. Stocker & Associates, St. Louis; Whirlpool Corp. (Whirlpool washers), thru Beaumont & Hohman, Chicago; Omar Inc. (bakery products), thru Fitzmorris & Miller, Chicago; Drackett Co. (Windex), thru Young & Rubicam, N. Y.; Portland Woolen Mills (blankets, robes & cloth), thru MacWilkins, Cole & Weber, Portland, Ore.; Carnation Co. (evaporated milk), thru Erwin, Wasey & Co., Los Angeles; Wander Co. (Toddy), thru Grant Adv., Chicago; W. P. Fuller & Co. (paints) and Lucky Lager Brewing Co., thru McCann-Erickson, San Francisco.

Edward Y. Flanigan, 59, mgr. of WSPD & WSPD-TV, Toledo, died Aug. 25 of pneumonia. He's survived by wife, 2 daughters and son.

CANADIAN BROADCASTING CORP., which not only operates string of govt.-owned radio stations and a broadcasting network in competition with private enterprisers, but also is charged with regulating Dominion's radio and TV, apparently isn't going to issue any CPs for private TV stations until its own first 2 are completed in Toronto & Montreal sometime next year (Vol. 7:22, -29-30).

Nor will it even disclose who are the private applicants, and for what channels. Indeed, efforts to get list of applicants and channels sought from official sources have met with official avowal that such information isn't releasable!

From private sources, however, we learn these applicants have thus far been heard, decisions on all deferred: CKEY & CFRB, Toronto; CKAC & CFCF, Montreal; CKLW, Windsor; CFRA, Ottawa; CKNW, New Westminster, B. C.; Canadian Famous Players Ltd., theatre chain, for Toronto; Mastervision Ltd., radio manufacturer, also for Toronto. Denied was application by CHML, Hamilton, presumably because CBC wants to build own station on the one vhf channel allocated there. There may be other applications on file, but CBC won't tell who they are. [For list of proposed TV channel allocations in Canada, see pages 59-60, *TV Factbook No. 13.*]

Thus, Canada lags behind even Mexico in TV, and of course far behind U. S., even with our freeze—albeit some 50,000 Canadian homes near border have bought TV sets to receive U. S. stations. Exasperated private broadcasters partially blame U. S. interests for bureaucracy-bound condition in their country. Said one: "Frankly, the galling part of this whole incredible setup, with its all-powerful State-owned CBC at the apex, could not exist without the benevolent support and cooperation of the U. S. networks, who are such ardent supporters of free enterprise at their own meetings. They feed virtually all their best programs to the CBC, thus permitting it to continue and on much better deals than their own affiliates in the U. S., to our knowledge."

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More lenient provisions of new construction controls toward small jobs (Vol. 7:31-33) have resulted in swift go-ahead for some broadcasters who applied under old regulation for permission to begin construction or alterations. They were notified they're exempt under new regulations (M-4A, CMP Reg. 6) because their projects require less than 2 tons of steel, 200 lbs. of copper, no aluminum. NPA's Washington office told these 3 applicants their construction isn't restricted under new controls: WBTV, Charlotte, which had applied to begin alterations to TV studio, valued at $12,064; WOOF, Dothan, Ala., broadcasting building, $28,000; WPAQ, Mt. Airy, N. C., broadcasting station, $11,350. Other applicants whose projects are exempt were notified from field offices where they filed applications.

Week's only application for new TV station was filed by Rib Mountain Radio Inc., seeking Channel 7 for Wausau, Wis., 40% owned by *Wausau Record-Herald*, 60% by the Central Bcstg. Co. (Morgan Murphy-Walter Bridges group) which owns AM stations in Minnesota and Wisconsin, is applicant for Duluth, Hibbing, Madison, Eau Claire *(TV Addenda 13-C)*. Total applications now pending: 436. Reported readying applications are KBOR, Brownsville, Tex., opposite Matamoros, Mexico, where new XELD-TV is testing (Vol. 7:31-33); and Oklahoma Television Corp., planning to apply for Channel 9 in Oklahoma City, prepared to spend $1,500,000 on installation including 200-kw transmitter and 1500-ft. tower. Latter group includes Edgar T. Bell, ex-WKY, former Gov. Roy J. Turner, RCA distributor Luther T. Delaney and others. [For list of all applications pending, see *TV Factbook No. 13* with Addenda 13-A to 13-H.]

Three-man "talent committee" of Salary Stabilization Board began study Aug. 30 of pay policies and problems involving performers in TV, radio, movies and on the stage. Committee, which will advise Salary Board, is headed by Roy Hendrickson, former Agriculture Marketing Administrator. Other members are Philip F. Siff, ex-director of Selznick International and United Artists, and Neal Agnew, ex-Paramount Pictures v.p., now consultant to independent motion picture distributors. William E. Sanborn, member of Salary Board, is serving as committee's executive secretary.

Jerry Fairbanks Productions merger into Isaac L. Levy's Official Films Inc., for which latter was to pay 175,000 of 2,000,000 authorized shares (Vol. 7:22), has been dissolved—and Jerry Fairbanks resumes presidency of Hollywood firm bearing his name, with Sid Rogell as executive v.p. in charge of studio operations. Firm reports it has secured outside financing, but its current series of TV films will be distributed by Official Films Inc. New president of Official Films Inc. is Billy Goodheart Jr., succeeding Aaron Katz, resigned.

Columbia Pictures' TV production subsidiary, Screen Gems, headed by Ralph Cohn, was merged this week with United Productions of America (Stephen Bosustow), to be called Screen Gems Div. of United Productions of America. Specialty will be animated films. Rialto reports also have Columbia Pictures considering establishment of New York studios for TV production.

Snader Telescription Sales Inc. reports it has acquired distribution of 13 first-run Korda films, never before shown in this country, for both movie and TV release, listing 9 of them as follows: *The Wooden Horse, Bonnie Prince Charlie, Flesh and Blood, Small Dark Room, Into the Blue, The Small Voice, The Courtneys of Curzon Street, The Angel with the Trumpet, The Wonder Kid.*

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Deletion of Channel 3 from San Diego, part of tentative U. S.-Mexican agreement, worried San Diego educators, since channel was proposed to be reserved for them. FCC wrote them this week, said U. S. got fair shake in revision, assured them educational interests weren't being neglected, pointed out that they can ask for reservation of another vhf channel in San Diego if they choose. Tentative agreement would move Channel 3 to Mexicali which would lose 7 & 9. Other proposed assignments in area *(TV Factbook No. 13)* would remain unchanged.

Portland-Seattle microwave extension of present San Francisco-Portland coaxial (Vol. 7:33) isn't expected to be ready for phone service until beginning of 1953, meaning Seattle's hookup into transcontinental TV circuits is at least that far away, according to Pacific Tel. & Tel.

FCC's uhf propagation studies have culminated in report TRR 2.4.12, *UHF Propagation Within Line of Sight*, now available from Technical Research Div., Room 1629 Temporary T Bldg., 14th & Constitution, Washington.

With uhf military equipment particularly in mind, RCA has issued *Ultra High Frequency Fundamentals*, manual available for 75¢ from RCA Govt. Service Div.

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Color Television Inc., San Francisco, unsuccessful bidder for FCC approval of its TV color system, is reported to have secured $4,000,000 contract to manufacture airborne radar and other electronic products developed by Tomlinson I. Moseley, president of Dalmo Victor Co., San Carlos, Cal. Existing plant, no longer used for TV since CTI system was rejected along with RCA's in favor of CBS's, will be utilized with additional facilities to be built in San Francisco peninsula area, according to CTI president Arthur S. Matthews.

Television Digest WITH AM-FM REPORTS
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Trade Report
September 1, 1951

DEMAND UP, STOCKS DOWN, OUTPUT LOW: Cut-price TV sets are moving -- from factories to distributors, at least, and at an accelerating pace to dealers and the public.

September buying, stimulated by big promotions breaking right after Labor Day, should tell whether there's real justification for trade confidence that new prices, better programs, easier credit terms and a generally prosperous economy will bring about normal equilibrium between supply and demand.

Best news since inventory accumulations began to get dangerously high in early spring came in RTMA's weekly statistical report issued Friday, showing that factory TV inventories had fallen to 666,696 as of Aug. 24 -- down 88,000-plus from preceding week (Vol. 7:34). Though August trend had been slightly downward (768,766 first week to 765,916 second, 754,854 third), this was really first sizeable drop since pileups began in February.

Indicating that manufacturers are holding down production, while getting rid of inventory, was output figure for Aug. 24 week -- only 55,596 units (1801 private label). This is slightly over the 52,748 of week before (Vol. 7:34), but hardly enough to betoken any trend yet. Week's figure compares with 188,000 TVs turned out during comparable week last year. And it certainly doesn't indicate the set makers are pushing the output of their new lines -- not yet, anyhow.

Radios totaled 222,263 (103,885 private label) week of Aug. 24, not much change from level of preceding 3 weeks (Vol. 7:32-34). Inventories of radios went up to 418,304 from 368,280 during preceding week (Vol. 7:34). Week's radios were 112,747 home sets, 29,909 portables, 79,607 auto.

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First dealer inventory report came from Dun & Bradstreet this week, showed 900,000 to 1,150,000 new TVs in hands of dealers as of Aug. 1 -- 350,000 to 450,000 of them table models, 550,000-700,000 other types. Inventories of home radios were estimated between 1,400,000-1,700,000, plus 375,000-450,000 new battery portables.

There was cold comfort in these figures, albeit they were month old and nice movement of sets has been discernible since mid-August. Dun & Bradstreet estimated, however, that Aug. 1 figures were about 15% under July.

There's no authentic figure on distributor holdings as late as Aug. 1, most recent being RTMA's end-of-June estimate of 633,077. So it's difficult to reconcile weekly manufacturer inventory of Aug. 24 with dealer estimate of Aug. 1 with wholesaler holdings back to June 29. Suffice to say there are still plenty of sets!

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But trend during August was salutary at all levels, if key industry folk can be believed. Certainly, the way some distributors and dealers are already buying is sign to the good. All trade reports say price-cut models are moving very well.

RCA claims orders for just about all its factory stocks of the 9 models it price-cut by $30 to $115 just 2 weeks ago (Vol. 7:33), setting off current wave of reductions. This despite fact advertising hasn't even started yet in most places, isn't due to break generally until Sept. 6.

At least 100,000 sets are believed involved in RCA's factory unloading, to say nothing of distributor-dealer holdings. "By the end of September," said spokesman, "we'll be out of all our old sets." He said this after report from Pittsburgh that the sets, advertised there ahead of other places, were selling like the proverbial hotcakes -- and that distributor there was clamoring for more.

Bruno-New York, biggest RCA distributor, stated every set offered has been spoken for by its dealers, reported good dealer sales already. Bruno-New York also said dealers have ordered all availabilities of RCA's new line (Vol. 7:34) and added that it "looks like sellout" through end of this year. Similar reports came from RCA distributors in Newark, Philadelphia, Detroit, Chicago.

Gambling on quick disposal of overstock, RCA begins advertising new line of

four 17 & five 21-in. sets Sept. 24. It claims these are "really new" -- with entirely new chassis and 26 & 28 tubes, respectively. Former 16, 17 & 19-in. models were equipped with 21 tubes.

That the industry at large isn't too happy about price warfare, that nobody can make much money on merchandise cut so deeply, that some companies may not be able to stand the gaff -- and, above all, that production henceforth won't be on the hell-in-a-hack scale of 1950 and first-quarter 1951 -- goes almost without saying.

As for defense-induced shortages, read story below.

SHORTAGES OF TVs STILL IN FUTURE: There will be at least 3,000,000 TV sets for sale the rest of this year -- so only a buying spree of the magnitude of last year's post-Korea gold rush could come anywhere near equalizing supply with demand by Christmas.

With stiff curtailment of production for remainder of 1951, and even stiffer cutbacks next year, it's just barely possible a balance will be achieved by mid-1952 -- but only if buying takes a heavy spurt and maintains it.

Simple arithmetic of present inventories, plus anticipated fourth quarter production, shows why NPA materials cuts aren't likely to be felt in terms of set shortages for many months.

It's almost certain that total inventories of TVs are at least 2,000,000 (see story above). Factory inventories (667,000 as of Aug. 24) plus distributor inventories (663,000 June 29) plus retailer inventories (about 1,000,000) total about 2,300,000. But to err on conservative side, in our computations we assumed Sept. 1 inventories are 1,850,000.

Then we made these assumptions: Fourth quarter production to total 940,000 TVs (NPA's figure, based on 60% of first-half 1950 rate), September production to total 200,000 (at rate of 50,000 a week). Added together, these give estimated output of 1,140,000 sets for remainder of 1951.

Totaling inventories and anticipated production, we get a conservative figure of about 3,000,000 sets on the market during remaining 4 months of this year. That's almost exactly number of sets sold during last 4 months of 1950 -- TV's lushest period -- based on NBC "census" figures. But, being more realistic:

If sales should average a healthy 140,000 a week, as they did for all of 1950, supply would catch up with demand in about 20 weeks, or in middle of February (assuming average weekly production of 50,000 sets in 1952).

If sales average 100,000 sets a week, inventories won't be cleared out for at least 40 weeks, or until about mid-1952.

If sales continue to average only 50,000 a week or less, there'll be surplus of TV sets until well into 1953.

Trade Personals: Frank Folsom, RCA president, flying to Europe Sept. 21, will visit France and Spain, may go to Israel . . . Leonard F. Cramer, executive v.p., DuMont Laboratories, resigned Aug. 30, will vacation for month before announcing plans . . . James M. Valentine, who recently resigned as ABC-TV engineering mgr., named asst. division head in charge of TV field engineering, Federal Telecommunications Laboratories Inc. (IT&T) headquartering in Buenos Aires . . . E. P. Vanderwicken, ex-York Corp., succeeds retiring George R. MacDonald as Motorola v.p.-treasurer . . . Ralph H. Snyder named sales mgr., Sentinel distributors, Chicago, succeeding William H. Nelson, resigned to rejoin Appliance Distributors Inc. (Admiral) . . . M. J. Yahr promoted to mgr. of RCA sound products sales . . . George Oliver resigns as adv.-sales promotion director, Packard-Bell . . . Melvin Pollack resigns as sales mgr., Philharmonic Radio, will open Brighton Sporting Goods Store, 608 Brighton Beach Ave., Brooklyn . . . Louis M. Robb named GE tube dept. representative in San Francisco, Robert R. W. Lacy named commercial engineer for western sales region, Los Angeles . . . Joseph B. Elliott, RCA Victor v.p., reappointed chairman of RTMA sports broadcasting committee; he's onetime Georgia Tech grid star . . . Frank M. Mansfield, Sylvania, reappointed chairman of RTMA statistics committee . . . Don Foster, CBS engineer, named asst. to Richard Mahler, director of licensing & contracts for CBS Labs Div. . . . Paul Wexler, national sales mgr., Columbia Records Inc., named v.p.

Draft of proposed trade practice rules for TV-radio industry (Vol. 7:25, 34) was mailed Aug. 30 by Federal Trade Commission to some 12,000 manufacturers and merchandisers. It's designed to serve as "basis for discussion" at second industry-FTC conference Sept. 26 in National Archives Bldg., Washington. Following conference, new draft will be issued. Then public hearing must be held before rules are finalized. Copies of proposed rules are available from FTC, Washington.

Move to boost excise taxes on TV-radio appeared dead as dodo at week's end as Senate Finance Committee followed lead of House in rejecting Administration request to hike levy from 15% to 25% (Vol. 7:6 et seq). Committee also approved section of House-passed tax bill which would exempt from excise taxes "navigation, detection and communication receivers" sold to Govt.

Topics & Trends of TV Trade: Crackdown on down payment violations under Regulation W is in the wind, with Federal Reserve Board expected to issue interpretation soon of trade-in provisions as they apply to TV-radio and other appliances. Board officials met Aug. 29 with Senate-House Defense Production "watchdog" committee, were told that it was intent of Congress in enacting new credit controls that trade-ins must have "bona fide value" and not be used as dodge to escape down payment regulations.

Board members were especially concerned about "no down payment" advertisements and some retailers' practice of hiking prices of appliances to compensate for inflated trade-in allowances. Also under discussion by board is possible ruling restricting types of items which may be traded in. Under present wording of regulation, for instance, an old radio may be traded toward a refrigerator —and one used car dealer has been advertising: "Trade in your pogo stick on a good used car." Board may rule old items may be traded in only toward similar items, but isnt expected to bar radio-for-TV trades.

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Trade Miscellany: Motorola's Robert W. Galvin, executive v.p., predicted output of 1,400,000 TV units fourth quarter, according to Dallas report; he said that's about 70% of first 1951 quarter (2,198,669, see Vol. 7:17) and "about what the market will bear" . . . Emerson Radio has used profits from plant vending machine to set up kitty for small loans to workers; in 2 years, loss on $15,000 in small loans was $15 . . . RCA has leased part of Sellers Cabinet Co. plant in Elwood, Ind., which is suspending operation, and will use space for cabinet storage . . . Jiji Press of Japan has been granted license under Hogan facsimile patents, plans facsimile to reach newspaper subscribers over telegraph circuits or FM radio . . . Five-week strike of 125 workers at Cleveland Electronics Inc. (components) ended with no settlement after NLRB election resulted in 91-35 vote for decertification of their union, which had asked for merit increases of 5% for all employees . . . Muntz TV Inc. reports August sales running far ahead of the 6966 sold in August 1950, says they will total 11,500 to 12,000 units, with production of 20-in. now running at rate of 9000 a month.

Merchandising Notes: Sylvania got so incensed over article by Philip Wylie in July 3 *Life*, titled "Pop, the Complete Crook," and purporting to tell about gyp radio servicing, that it canceled ad schedule and so notified its service dealers this week; by coincidence, ad was placed opposite article . . . Zenith convention, when new line will be shown, is set for Sept. 14-15 in Chicago's Sheraton Hotel . . . Belmont will show new Raytheon models in Morrison Hotel, Chicago, Sept. 10 . . . GE's 24-in. tube is being used only in receivers made by itself and Stromberg-Carlson, though Hallicrafters, Sylvania and Westinghouse have also announced such models . . . DuMont's fall ad campaign will be keyed to theme: "Look Inside, Then Compare, See Why DuMonts Do More."

Uncle Sam's increased take from TV-radio industry, due to excise tax, is reflected in Internal Revenue Bureau report issued last week showing tax collections were $128,187,344 for year ended June 30, 1951, up $86,102,563 from the $42,084,781 for pre-TV excise year ended June 30, 1950. Included are phonographs and components, but not phono records on which $7,007,075 was collected as against $5,768,520 the preceding year. Refrigerators, freezers, air-conditioners paid $96,319,357 in taxes, up from $64,315,895. During July, Treasury collected $5,859,679 from the industry vs. $3,962,130 in July 1950; $705,319 on phono records vs. $896,556; $6,665,697 on refrigerators, air conditioners etc. vs. $8,475,763.

CBS-Columbia Inc. cut lists on 11 models by $20, $30, $55 & $100 (20% over-all); has also added 4 new ones to line. Only the 4 new models have CBS-Columbia label, old ones continuing as Air King. Only one model, top-of-the-line 20C3, at $469.95, is internally-adapted to get CBS color in black-&-white. According to president David Cogan, each new model henceforth, arriving at intervals of 2 months or less, will have adaptation feature. Other new models are 17-in. metal table in ebony at $190, 20-in. metal table, mahogany finish $280, 20-in. mahogany table $300.

Pilot production of first color set, $500 color-monochrome 10-in. (magnified) console, is going according to schedule, says Mr. Cogan. First deliveries are promised in latter September.

Expansion of distribution organization continues. Among latest appointments is Kaufmann-Washington Co., Washington, formerly Stromberg-Carlson. Distributor has ordered 20 color sets, expects September delivery. Outlet anticipates quick movement of color sets, to those who want to "keep up with the Joneses" if nothing else. Movement of 24-in. Stromberg-Carlson at $975—"we couldn't get enough of them"—is cited as example.

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Sylvania price cuts ranged from $30 to $90, covering all but 2 of its 23 recently released models. Only sets on which prices were retained were two 16-in. tables at $200 each. The 14-in. table was cut $30 (to $190) and console $40 (to $230). All 17 & 20-in. models were cut, the 20-in. table by $80 to $320, open console by $90 to $380. Halolight models, all 20-in., were cut $50 & $60, and 17-in. combinations $50 each. That Sylvania felt forced to the cuts was indicated in statement by sales chief John K. McDonough that it was being done "to meet current selling conditions."

Philco's 4 new models, announced Sept. 28 concurrently with price cuts on 17 of the 29 other sets in its line, are (all prices rounded out): No. 1804, 17-in. metal table at $230; 2106, 21-in. mahogany table at $300; 2108, 21-in. leatherette table at $320; 2140, TV-only 21-in. mahogany console at $360, equipped with casters. Cuts of $10, $20 & $30 were ordered on some tables, $20 to $50 on some consoles, $20 & $50 on 2 of its 5 combinations.

Trav-Ler this week released 8 new TVs, 3 radios. TVs are 17-in. tables with simulated leather-mahogany finish, $150; mahogany finish, $200; same as consoles, $170 & $230; 19-in. mahogany console $230, blonde $250; 20-in. mahogany console $250, blonde $270. Radios are clock at $30, plastic 5-tube at $18 in walnut, & $20 in ivory, portable with 3-speed record player at $40.

Stewart-Warner's reduced lists cover 17-in. tables cut $30 & $40 to $230, $240 & $280; 17-in. consolettes cut $40 & $30 to $260 & $270; 17-in. consoles cut $30, $40 & $30 to $300, $320 & $370; 20-in. console cut $50 to $370; 20-in. consoles cut $40 to $400 and $50 to $575; 17-in. combination cut from $600 to $500.

Jackson Industries names Trans-Vue, Chicago, as national sales agency for all save its private label & govt. products. Trans-Vue will also sell Jackson-produced TVs under own label—only 4 sets in line being 17-in. mahogany table at $230, console $260, 20-in. mahogany table $270, console $300, all including tax but not $7.50 & $12 parts warranties. Promised also is color TV adapter at $10-$15.

TV set prices now are at lowest levels in industry's history, says DuMont sales chief Walter L. Stickel. He predicts "normal fall pickup" because: (1) "virgin market of better than 50%" still exists in TV areas; (2) replacement market is ripe, with more than 40% of sets-in-use 14-in. and smaller; (3) good market for second sets; (4) transcontinental service adding attractive programs.

Mobilization Notes: Fourth quarter allotments of steel, copper and aluminum under Controlled Materials Plan went out this week to nearly all electronics manufacturers. Electronics Div. processed about 1100 applications. Of these, about 850 were from manufacturers of Class B (standard civilian-type) products, including 60 from home TV-radio manufacturers.

In addition to fourth quarter allotments, some manufacturers are receiving tentative allotment figures for first quarter 1952. NPA stressed that these advance allotments aren't firm allocations, but merely working figures to permit manufacturers to place advance orders for materials for first quarter of next year. Manufacturers who receive advance allotments are still required to apply later for firm allotments for first quarter.

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Certificates of necessity for rapid amortization of new productive facilities were granted by DPA to these 6 electronics firms during week prior to start of 60-day moratorium on new certificates (Vol. 7:33): **Tung-Sol**, for production of tubes at Washington, N. J., $731,235, of which 75% is to be amortized over 5-year period; **Standard Tool & Mfg. Co.**, Lyndhurst, N. J., tubes, $461,646 at 75%; **Eitel-McCollough**, San Bruno, Cal., power tubes, $90,825 at 80%; **GE**, Schenectady, tubes, $66,838 at 75%; **Gibbs Mfg. & Research Co.**, Janesville, Wis., doppler drift attachment systems, $57,263 at 85%; **Standard Piezo Co.**, Carlisle, Pa., quartz crystal frequency control units, $39,300 at 75%. These applications for certificates were rejected: **Electronic Measurements Inc.**, power supplies, vacuum tube voltmeters, $227,000; **Empire Coil**, transformers, $217,000; **Indiana Steel Products**, alnico magnets, magnetron assemblies, $136,000.

Two new govt. pamphlets to aid manufacturers seeking military contracts: *Converting to Military Production*, published by NPA, available from Commerce Dept. field offices, and *How to Be Cleared for Handling Classified Military Information Within Industry*, by Munitions Board, available from Board at Defense Dept., Washington.

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TV in Latin America: Mexican branch factories are reported planning mass production of TVs, mainly 10 & 12-in., to be sold on popular time payments. Plans to build score or more new TV stations in Mexico (Vol. 7:32) have impelled Emilio Azcarraga, operating Mexico City's XEW-TV, to state that at least 60,000 sets can be sold by July 1952, or "as soon as the TV-bug's bite starts an epidemic of keeping up with the Joneses" . . . **City of Bogota, Colombia**, in cooperation with Municipal Bank of Bogota, installing TV station built by British Marconi to American 525-line standards, ordering consignment of receivers from Ecko (E. K. Cole Co.) of England, which will rent rather than sell them to public . . . Argentina's **first station**, Radio Belgrano, Buenos Aires, due to start in mid-October, using Federal equipment and Harrod's of Buenos Aires Ltd. reporting first shipment of Philcos received.

Note on Cuban market from recent *Foreign Report* of Research Institute of America: "Per capita income is high. Cubans love luxuries and are not niggardly. In the first three months of '51 Cubans bought 12,620 automobiles from the U. S. With television only six months old here, and with only two stations (in Havana) operating on the entire island, it is estimated that there are already 15,000-20,000 TV sets in use. Miami stores advertise sets in Cuban newspapers, Cubans visit Miami to buy them there and bring them home by plane." But American firms have competition from Britain in Cuban market from now on. Cuba last week signed trade pact with United Kingdom granting same tariff concessions on British industrial products, including TV-radio, as it does on American items.

Financial & Trade Notes: Emerson Radio's profits were $5,762,716 before taxes, $3,039,943 ($1.57 a share) after taxes first 39 weeks ended Aug. 4, company announced after Aug. 27 board meeting. This compares with $6,040,120 profit before taxes, $3,559,827 ($1.84) after taxes, for like period ended Aug. 5, 1950. Emerson board decided to submit stock option plan for key employes to stockholders at meeting Feb. 6, making available not more than 100,000 shares of unissued capital stock to be distributed through committee comprising directors Ferdinand Eberstadt, Richard C. Hunt, George Saylor. President Benjamin Abrams and secretary-treasurer Max Abrams will not participate. Board also authorized creation of Emerson Radio Charitable & Educational Foundation, with Chase National Bank as trustee.

Oak Mfg. Co. sales rose to $13,145,806, or 47% ahead of previous year's $8,934,776, in fiscal year ended May 31, 1951—earnings amounting to $1,188,037 ($2.26 per share) vs. $1,179,333 ($2.25). There are now 524,715 shares outstanding owned by 3273 stockholders, and net worth at end of last fiscal year was $5,978,114. Proxy statement for Sept. 27 annual meeting reveals these salaries and bonuses during year: Elof Sandstrom, chairman, $42,000 salary & $17,719 bonus; Robert A. O'Reilly, president, $42,000 & $17,719; Irwin N. Walker, v.p. & gen. counsel, $7500; Edward J. Mastney, v.p., $24,150 & $6006; Harry J. Veitch, v.p., $22,175 & $6006; John A. Rovelstad, treas., $19,250 & $6006. Shareholdings include 12,229 by William Bessey, v.p.; 5511 by Mr. Sandstrom, 2555 by Mr. Rovelstad, 2155 by Mr. O'Reilly, 1755 by Mr. Mastney.

Collins Radio is reported 90% on defense orders, now totaling $100,000,000, as against $45,000,000 in mid-1950, according to Aug. 29 *New York Journal of Commerce*. It's leasing additional plant in Dallas, where it already operates, has financed expansions through $4,000,000 loan from First National Bank, Chicago; $2,000,000, First National, Dallas; $2,000,000, Security First, Los Angeles; $1,000,000 each, Northern Trust, Chicago, and Peoples Bank & Trust, Cedar Rapids, Ia. (headquarters). Firm now employs 3600 in all plants, including 125 at Burbank, Cal. Its broadcast, airlines and amateur equipment sales account for non-defense 10%

Standard Coil Products Co. and its wholly-owned subsidiary, Kollsman Instrument Co., report consolidated net sales of $19,649,678 and net income of $1,151,802 after provision of $1,020,697 for taxes, equivalent to 78¢ a share on 1,470,000 shares outstanding, for 6 months ended June 30. Comparative consolidated figures are unavailable for same 1950 period, but in all 1950 (Vol. 7:12) Standard Coil sales were $35,632,396, profits $5,266,442 ($3.58); in 1949, sales were $16,594,626, profit $2,579,279 ($1.75).

Clarostat Mfg. Co. sales were $3,502,885, profit before taxes $718,261, profit after taxes $273,268 (65¢ a share) during 6 months ended June 30. This compares with $2,413,441 sales, $264,292 profit before taxes, $164,292 (39¢) profit after taxes for same 1950 period.

Pacific Mercury Television Mfg. Corp. reports net income of $72,135, or 14¢ a share, on net sales of $5,740,044 for year to March 31.

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National Scientific Laboratories Inc., 2010 Massachusetts Ave. NW, Washington, electronics research firm, founded in 1948 by Dr. Robert I. Sarbacher, ex-dean of Georgia Tech graduate engineering school, has been sold to Bowser Inc., manufacturer of pumps and other products. It will continue under Dr. Sarbacher as president, with R. Hosken Damon of Bowser firm as chairman, Wallace M. Cohen v.p., Gertrude Priester treasurer, Abba P. Schwartz secretary.

Count of TV Sets-in-Use by Cities

As of August 1, 1951

Estimates are sets within .1 Mv/m contours (60 mi.), excluding overlaps, as established by NBC Research.

RATE of increase in TV sets-in-use, according to monthly NBC Research "census," receded to lowest ebb in July—and month's additions to national total were more 183,100 units. Thus, as of Aug. 1, total reached 13,271,700, compared with 13,088,600 on July 1 (Vol. 7:29) and 12,769,300 on June 1 (Vol. 7:25). Even in New York area, only 20,000 sets were added during month. July is expected to be lowest month of year, for nice pickup in sales was observed in latter August (see Trade Reports) and everybody expects "normal" sales season to resume after Labor Day. These are the Aug. 1 sets-in-use by areas (consult individual stations for estimates of number of families within respective service ranges):

Area	No. Stations	No. Sets
Interconnected Cities		
Ames (Des Moines)	1	61,000
Atlanta	2	122,000
Baltimore	3	308,000
Binghamton	1	41,300
Birmingham	2	59,300
Bloomington, Ind.	1	17,000
Boston	2	754,000
Buffalo	1	210,000
Charlotte	1	84,400
Chicago	4	942,000
Cincinnati	3	263,000
Cleveland	3	486,000
Columbus	3	150,000
Davenport-Rock Island	2	59,500
Dayton	2	132,000
Detroit	3	526,000
Erie	1	50,000
Grand Rapids	1	79,500
Greensboro	1	71,700
Huntington	1	48,000
Indianapolis	1	151,000
Jacksonville	1	35,000
Johnstown	1	104,000
Kalamazoo	1	42,500
Kansas City	1	127,000
Lancaster	1	106,000
Lansing	1	57,000
Louisville	2	94,500
Memphis	1	89,000
Milwaukee	1	251,000
Minneapolis-St. Paul	2	271,000
Nashville	1	35,100
New Haven	1	168,000
New York	7	2,455,000
Norfolk	1	72,800
Omaha	2	80,900
Philadelphia	3	874,000
Pittsburgh	1	312,000
Providence	1	157,000
Richmond	1	85,100
Rochester	1	86,100
Schenectady	1	161,000
St. Louis	1	300,000
Syracuse	2	126,000
Toledo	1	100,000
Utica	1	47,000
Washington	4	278,000
Wilmington	1	74,800
Total Interconnected	81	11,205,500
Non-Interconnected Cities		
Albuquerque	1	9,400
Dallas / Fort Worth	2 / 1	126,000
Houston	1	84,100
Los Angeles	7	1,003,000
Miami	1	75,000
New Orleans	1	59,500
Oklahoma City	1	92,300
Phoenix	1	38,500
Salt Lake City	2	49,300
San Antonio	2	48,800
San Diego	1	104,000
San Francisco	3	210,000
Seattle	1	88,800
Tulsa	1	77,500
Total Non-Interconnected	26	2,066,200
Total Interconnected and Non-Interconnected	107	13,271,700

Flurry of station changes, granted and requested, has followed FCC's authorization of power boosts (Vol. 7:30-34): (1) WBEN-TV, Buffalo, was granted move of station to Colden, N. Y., 22 miles away, to operate from 1196-ft. tower with .88 kw. Then station was given permission to increase ERP to 50 kw when it gets going. (2) WFMY-TV, Greensboro, and WICU, Erie, were allowed to install 5-kw transmitters in lieu of present .5-kw units. (3) KRON-TV, San Francisco, asked permission to concentrate signal directionally to serve city better, eliminate waste of signal over Pacific. (4) KTSL, Los Angeles, asked for authority to get going on Mt. Wilson as soon as reconstruction completed (Vol. 7:34). (5) WOW-TV, Omaha, was permitted to hike ERP to 17.5 kw. The Buffalo type of move may become more common. Over the years, number of stations have applied for tall towers and high power. If they amend to reduce powers, as WBEN-TV did, they're in line for grants to move. Then they can ask for authority to radiate 50 kw. FCC is querying such applicants about plans.

Connecticut Board of Education said Aug. 31 it had applied to FCC for "network" of 4 uhf channels. Gov. Edward N. Allen said he'll ask legislature for $1,200,000 to get project started.

MERGER of ABC and United Paramount Theatres, including CBS's proposed purchase of Chicago's WBKB for $6,000,000 (Vol. 7:21-24, 27, 32), was put on ice this week—nobody will say for how long. FCC threw proposed consolidation and station sale into pot with hearing previously ordered on old Paramount anti-trust case (Vol. 7:32). No date for hearing was set in Aug. 27 action (Public Notice 51-873), Comr. Jones dissenting on procedural grounds. Complexity of issues, holding of hearing, arriving at decision, render it fairly certain big merger deal won't go through by end of this year, if at all.

Since UPT is theatre-owning half of old Paramount company, which was split by Dept. of Justice consent decree, FCC wants to probe its management in relation to anti-trust violations which brought about split. But looming more important is FCC's old question: Should movie interests be allowed to own TV stations?

FCC wants to know what merged companies would do about: (1) "Televising of selected programs in theatres to the exclusion of other outlets." (2) "Restrictions, if any, to be imposed [on] broadcast stations in the use, *inter alia*, of motion picture films or stations [or] talent . . . " FCC also asks whether merger "would substantially lessen competition or tend to monopoly in any line of commerce, in any section of the country."

With ABC now operating in the black (Vol. 7:33), urgency of deal as way to bail it out of fiscal troubles isn't regarded as quite so compelling as before, and there's even talk that certain broadcast interests are opposed to merger for fear of new competition bolstered by big movie capital. Meanwhile, stymied deal has arbitrage speculators, gambling on proposed swap of ABC for UPT stock, holding big blocks of stock and standing to lose large sums if it doesn't go through.

Tests of new transcontinental TV circuits this week, with signals relayed via closed circuits from Washington-New York-San Francisco and back, were reported to have resulted in images "just as clear as the original." This augured well for Sept. 4 opening of Chicago-San Francisco microwave relays (Vol. 7:31-33) on occasion of President Truman's 10:30-11 p.m. (EDT) speech at Japanese treaty-signing conference in San Francisco. First coast-to-coast network TV service will thus be inaugurated, followed by Sept. 5-8 transmissions of pooled network coverage of proceedings, scheduled to start at 1 p.m. (EDT) daily. AT&T is furnishing circuits gratis for this occasion, then plans to revert to original schedule for opening regular service, namely, Oct. 1 for westbound hookups, on or about Nov. 1 for eastbound. Plans for AT&T sponsorship of big premiere Sept. 30 or Oct. 1 have definitely been dropped, AT&T states.

Atlanta TV applicants Georgie Tech (WGST) and E. D. Rivers Jr. (WEAS, Decatur) succeeded this week in securing stay, until Sept. 14, of effective date of FCC's grant authorizing new owners for CP-holding WCON-TV and swap of channels with WSB-TV (Vol. 7:32-33). Charges of concealed interlocking ownership led FCC to hold up its Aug. 8 order consenting to assignment of license while staff studies charges (Public Notice 51-897). Assignees still hope to get station on air commercially (as WLTV) by Oct. 1, though objectors have indicated court action.

Hearings on Sen. Benton's educational TV bills (S. 1579 & S. J. Res. 76) to establish 11-man advisory board (Vol. 7:15, 20-22, 33) will be held Sept. 5-6 by Senate Interstate & Foreign Commerce Committee. To be heard are Benton and co-sponsors Senators Hunt, Bricker and Saltonstall. Other witnesses, from FCC and industry, are scheduled for later date to be announced.

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AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING ARTS AND INDUSTRY

Television Digest

WITH AM / FM REPORTS

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FABULOUS UPSWING IN TV BILLINGS: Sellouts of time on telecasting stations & networks are currently at such an amazing rate that one New York station alone will achieve 1951 billings of close to $8,000,000 after frequency discounts. That would mean gross sales of somewhere around $10,000,000, as ordinarily calculated in the trade.

That's far more than any 50-kw radio station has ever grossed -- most likely is highest for any TV station, albeit many other telecasters have gone into 7-figure grosses and we know several who admit "pushing $5,000,000."

The station is NBC-TV's New York key WNBT, with base hour rate of $3750 as of Aug. 15, one-minute rate of $775. It's possible WCBS-TV, rival key, will do just as well, for its rates are the same and it's also reported to be a sellout.

WNBT's astonishing achievement points up wave of prosperity that is being enjoyed by just about all the 107 TV stations. Most are operating in the black now, and the few that may show losses for year will do so because of deep red-ink starts and because they must yet pay off the huge costs of pioneering.

The WNBT & WCBS-TV rates are highest in country, former's comparing with $1200 on companion WNBC, latter's with $1350 on companion WCBS (latter highest rate in radio). Other New York TV station base hour and one-minute rates are: WJZ-TV, $3100 & $650 (WJZ rate is $1200); WABD, $2200 & $500 (no AM); WOR-TV, $1500 & $300 (WOR $1200); WPIX, $1500 & $281.25 (no AM); WATV, Newark, $800 & $165 (WAAT $264).

* * * *

TV networks as such are still far from the black -- but all owned-&-managed stations are now profitable. Indeed, NBC-TV's 5 outlets will gross some $17,000,000 this year (after discounts). From independent operators of TV with AM stations, most of them reluctant to disclose actual figures, this comment is typical: "Radio is up, but our TV revenue is now more than double our radio."

We estimated $250,000,000 in time sales this year for networks and stations combined, just few weeks ago (Vol. 7:32). That figure now looks conservative!

For network time sales are really zooming. August NBC-TV network sales (not including its own stations) will overtake dollar-volume of AM network's time sales. For September, we're informed, with season in full swing and new rates in effect, NBC-TV network volume will very nearly double NBC-radio network volume!

The other TV networks are going up, too -- but it's the stations they own that offset network losses. ABC-TV's 5 outlets give it fiscal edge over DuMont with 3 and CBS with 2 plus 45% of third. But the hard-runner for second place in network TV billings is CBS-TV (see PIB figures, Vol. 7:34). CBS now seeks more stations, proposing to buy Paramount's WBKB, Chicago, for $6,000,000, and proposing also to get them by way of new-station applications and grants at freeze's end.

* * * *

Same hard-headed facts of TV network life which impelled DuMont to enormous effort of drafting a nation-wide channel allocation plan as alternative to FCC's

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(Vol. 7:33,35) have goaded CBS into all-out effort to get more stations allotted to 3 major cities where it wants outlets -- Chicago, Boston, San Francisco.

These facts were clearly spelled out this week by CBS executive v.p. Joseph Ream in statement filed for FCC's "written" allocations hearing. Seeking to persuade Commission that it should provide additional commercial vhf channels in Chicago and San Francisco, and 2 more in Boston, Ream gets right to the point:

"The first and most important [reason] is the matter of dollars and cents. Networking in TV is an exceedingly expensive business and the expenses are continuing to rise. On the other hand, station...operation has in the last year or two turned the corner. Many stations are now operating at a profit and some, particularly in the largest cities, have been operating at a very considerable profit... It follows the radio pattern, in which by far the major portion of Columbia's broadcasting profits have been attributable to our owned stations."

"Clearances" were another serious problem, Ream said. "Inability to clear in one or two key markets, such as the cities involved in our proposals, may sometimes spell the difference between obtaining a network advertiser or losing it...The entire networking operation is likely to be affected, since a weak link in an important market affects the network itself. This is especially true in TV networking. Since it costs no more to produce a program which reaches 10,000,000 people than it costs to produce the same program reaching 5,000,000 people, it is elementary that the sponsor will normally insist on the greatest possible coverage in order to spread his per capita cost."

"Originations" were next networking prerequisite cited by Ream: "There has been an increasing tendency to originate TV network programs in cities other than New York. Owned stations can thus serve as very useful laboratories. Yet because the cost of TV facilities and of the operating organizations are high, it is far more efficient and economical to integrate network and local operations, rather than to have only network facilities in a city."

"Very real dangers of monopoly" were seen in FCC's proposed allocations. While not deprecating future of uhf and its probabilities of bringing reasonable network competition eventually, Ream feared that FCC plan will "permit the development, during the critical formative years, of only two full, nation-wide competing TV networks." This period, he thought, is "perhaps 5 years, perhaps more."

MIGHTY FEW NEW STATIONS BEFORE 1953: If you're counting on a lot of new TV stations "soon" -- even next year -- forget it. Chances for more than merest handful before well into 1953 are extremely slim.

Throughout the long 3 years of freeze -- third anniversary is Sept. 30 -- there's been persistent impression that new stations will blossom almost immediately after a final TV allocation decision is rendered.

Final allocation decision of FCC, when it does eventually arrive, will not mean new stations right off. It will simply mean the "processing" wheels can begin to roll again: New applications will then be accepted, hearings will be held for cities where applicants outnumber channels, CPs will be issued -- then construction can begin. That's the long and short of it.

Let's look at steps to be taken before final decision, then at the processes leading to actual station operation -- with realistic estimates of time involved:

(1) "Written" allocations hearing, now going on, is due to end Nov. 26. Some legal rag-tags inevitably will remain, and FCC will be lucky to clean them up in 2-4 weeks. And if someone takes FCC to court to dispute its procedures (quite likely) that period could stretch. There's no telling what a court will do.

(2) Drafting of final decision may then begin. Some commissioners say: "We've got to do something by January." Others: "February is more realistic."

(3) New applications will then be accepted for a specific period during which no grants will be made. Chairman Coy, in public statements, has never spoken of less than two months. But some commissioners are thinking in terms of one month. As one put it: "Lord knows, everyone has had plenty of time to make up his mind and prepare most of his application." Assume one month -- and you're up to March.

(4) Now comes the big roadblock -- hearings. In every market worth a hoot, applicants will outnumber available vhf channels. There will be scores of hearings inundating FCC examiners & other hearing personnel. Currently, Commission has mere 7 examiners, isn't likely to get many more, because of 10% budget cut by Congress.

Hearings aren't likely to start until summer. From beginning of hearing to final FCC decision, there's 4-6 months' absolute minimum. And some experienced FCC attorneys predict 18 months will elapse before some hot cases are settled. With millions frequently at stake, defeated contestants won't say die quickly, will try everything, including appeals to courts.

(5) Finally, probably early 1953, victors will begin to emerge and start building. Construction will probably be fastest phase of all, assuming no serious materials difficulties. Some stations will get on air in weeks, rather than months.

* * * *

Thus it's first quarter 1953 for first stations in sizeable cities. Some people think it will take that long even in towns as small as 50,000 -- for vhf, at any rate -- for competitive delays and stalling efforts of those who want TV kept out are entirely possible here too.

Exceptions to that painful schedule aren't too promising. In the smaller cities, or where uhf-only is available, grants may come without hearings -- producing stations on air last half 1952.

In wide-open spaces of West, a few moderate-sized cities may have enough vhf to go around. In other cities, applicants may decide to "join 'em if they can't lick 'em" -- merging applications to reduce or eliminate competition.

Another speedup possibility is that of permitting applicants to vie for specific channels, rather than treating both applicants and channels as elements in one big pot. This would reduce competition as applicants jockeyed to choose weakest opponent. But Commission has never permitted this in TV or FM, and at this moment doesn't appear likely to change mind.

FCC may hit on some technique for moving things faster, but it will have to be quite radical to chop more than couple months off current prospective timetable.

EXPANDING TV SPANS THE CONTINENT: Hats off to Bell System for superb technical job this week on first transcontinental TV hookups for pooled telecasts of the Japanese treaty conference. And for moving ahead start of regular coast-to-coast networking, both East-to-West & West-to-East, to Sept. 28 in lieu of later dates previously set.

Thus televiewers in Salt Lake City, San Francisco, Los Angeles, San Diego -- whose 13 stations are actually the only new ones added -- will be able to see East's big shows, including World Series and 4 college football games (see p. 5).

Stars residing in Hollywood -- like Eddie Cantor, Bob Hope, Ed Wynn, et al -- by same token can now avoid commuting to New York for their "live" performances.

AT&T and the networks have given telecasting and the TV trade their biggest boost since limited East-Midwest network service began in January 1949 (Vol. 5:2) -- for the "shows" from San Francisco rivaled the Kefauver and MacArthur telecasts for sheer human interest. Too, as State Dept. figured when it asked AT&T to advance hookup date, they performed great public service in showing up Soviet tactics.

Less than 3 years ago, when first "national hookups" were inaugurated, only 32 stations in 14 cities were linked. Now, 94 stations in 53 cities can be interconnected -- and about this time next year AT&T will also link stations in Miami, New Orleans, Oklahoma City, Tulsa, Dallas (2), Fort Worth, San Antonio (2), Houston. Having beaten its "end-of-1951" schedule for transcontinental, it's a good surmise the conservative AT&T will beat its "second half 1952" schedule for these cities.

Only TV cities with no hookups yet planned: Seattle, Phoenix, Albuquerque.

* * * *

Consider that the relays from San Francisco were, for most part, channeled via microwaves across continent to New York -- and then re-transmitted via coaxial-microwave "lines" by each network to its affiliated stations -- and the marvel of picture quality is the more impressive. There are 106 microwave hops, or repeats,

via 107 relay stations spaced an average of 28.2 miles apart. All but 18 of these stations are unattended, operating automatically.

The stations are designed for phone traffic, too, will be engineered for more TV circuits, both ways, as demand requires. Right now, the 4 TV networks are splitting time on the single 2-way circuit now available.

* * * *

Time breaks were good ones for the networks. President Truman's Sept. 4 speech at 10:30 p.m. EDT (7:30 Pacific Time) was inaugural, came through clearly. Conference's morning sessions started at 1 p.m. EDT, evening sessions 11 p.m. EDT. Afternoon sessions, whose start would have been 6 p.m. EDT and would have run into evening schedules, were omitted for that reason.

Some good material thus was missed, notably John Foster Dulles' important Sept. 5 speech. But so much afternoon and late night time was cleared, unsponsored, that only the most captious could carp over omissions. Moreover, kine-recording, newsreel and radio coverage were able to complete TV's truly fine job.

There weren't many fluffs, though the interpolations of commercial spots at inapropos moments didn't sit well with many. Eagerness of networks to preserve own identities was also too apparent. Indeed, full-page ad in New York newspapers by CBS-TV Sept. 4, followed by similar one next day by NBC-TV, almost seemed designed to give impression those networks "owned the show" -- so intense is rivalry between them now and so eager is each to capture audience loyalty.

* * * *

Editorial comment was uniformly enthusiastic. Washington Post (WTOP-TV) took particular note of clarity of pictures, stated: "For this blessing the whole TV industry deserves thanks [and] the public would be twice blessed if TV's aesthetic quality were to keep pace with its technical progress."

New York Herald Tribune paid tribute to great technical achievement, but observed: "We are still waiting for signs of similar advances in the industry's conception of TV as an entertainment and educational medium. [The] coverage is a prime example of what TV can do. But we can't help wondering what kind of program is going to follow it on the new coast-to-coast hookup."

What followed Mr. Truman's address on NBC-TV's Washington outlet points up pitfalls TV programmers must guard against -- just what the Herald Tribune editorialist probably pondered. Film spot that followed immediately after the President concluded was a particularly noxious ad for a deodorant!

THEATRE TV's NEWEST SPORTS WRINKLE: Movie forces have come forth with new formula for outbidding home TV for rights to sports events -- and first attempt to use it is apparently quite a success. Basic idea is that theatre-TV rights plus rights for special films of the event can total more than any home sponsor is willing to pay.

It worked with Randy Turpin-Ray Robinson fight Sept. 12 in New York, for which some theatres on hookup are charging $2-$2.60, with International Boxing Club reported to be getting 75¢ per seat cut -- as against 40¢ for earlier theatre fight telecasts (Vol. 7:23-26).

Theatre-TV rights were made contingent on RKO's guarantee of $200,000 for film. Then RKO sought to line up exhibitors to show film, with ads in trade press headed: "Exhibitors Attention! Do you want 60,000,000 people at home or going to theatres?" Ad went on: "For the first time, alert and far-seeing showmen have the opportunity of assuring themselves in advance of boxoffice special events which will not be seen or heard elsewhere" (last 8 words were italicized for emphasis).

So confident was IBC of profit opportunities of scheme that it reportedly turned down $325,000 offer from unidentified sponsor for TV-radio rights. RKO and theatre-TV people use same formula for Willie Pep-Sandy Saddler title bout Sept. 26.

High interest in Robinson-Turpin bout may make it success -- Philadelphia's Stanley is already advance sellout at $2.60 -- but public apathy was noted in recent Joe Louis-Jimmy Bivins theatre telecast from Baltimore, with many seats vacant. The TV-radio manufacturers, who footed bill for Ezzard Charles-Joe Walcott home telecast (Vol. 7:28), say they won't be used as pawns in bidding up prices, but are watching

popular reactions closely, may yet be heard from in collaboration with telecasters.

Bidding for fight TV rights may someday become 3-way affair. Arena Managers Assn. is dickering with IBC for eventual exclusive rights to project bouts on big-screen equipment in nation's 250 arenas. Plan is to have live local preliminary matches at arenas, with main event on giant four-sided TV screens.

Theatre telecasts of fights will kill smaller arenas where nation's boxers get their start, and thus can ruin fight game in 5 years, says spokesman Jim Hendy, manager of Cleveland Arena. "Theatres are not the logical place to show fights," says he. "How would they like it if we took in full-length film features?"

SPONSORSHIP of NCAA football schedule, together with promotion of the telecasts, will cost Westinghouse close to $2,000,000 this fall. Under complicated schedule of "experimental" live telecasts, Westinghouse will sponsor 19 games in 9-week period, with 7 on each of the NBC-affiliated stations carrying schedule in East and Midwest.

Schedule includes 3 games to be telecast on full 52-station coast-to-coast network—with West Coast stations carrying total of 4. In addition, all except West Coast stations will carry "regional" games (Eastern games directed to Eastern audiences, Midwestern games sent to Midwest); plus "inter-regional" games (Eastern games sent West, Western games sent East); plus local games transmitted only in localities where they are played. Each locality will be "blacked out" 2 Saturdays during Sept. 29-Nov. 24 period. NCAA, with Westinghouse's aid, will study effects of telecasts on game attendance.

Games themselves are costing Westinghouse $1,250,000, of which something less than $700,000 will go to the colleges, each school getting 2½ times the NBC time charge for one hour of each station carrying the telecast. In addition to cost of programs themselves, Westinghouse foots $500,000-$700,000 bill for newspaper ads plugging telecasts. The full schedule:

Sept. 22.—No games televised because of "technical difficulties." Sept. 29—Duke at Pittsburgh (West to East) and Columbia at Princeton (East to West). Oct. 6—Wisconsin at Illinois (full network). Oct. 13—SMU at Notre Dame (full network). Oct. 20—Cornell at Yale (East to East), Indiana at Ohio State (West to West), Missouri at Iowa State (WOI-TV, Ames, only), Nebraska at Minnesota (KSTP-TV, St. Paul, only). Oct. 27—Dartmouth at Harvard (East to East), Northwestern vs. Wisconsin at Chicago (West to West). Nov. 3—Michigan at Illinois (West to East), Army vs. USC at New York (East to West). Nov. 10—Notre Dame at Michigan State (West to East), Navy vs. Maryland at Baltimore (East to West), Washington & Jefferson vs. Franklin & Marshall at Lancaster, Pa. (WGAL-TV, Lancaster, only). Nov. 17—Columbia vs. Navy at New York (East to East), Colorado at Nebraska (West to West), North Carolina State at Maryland (Southeast only). Nov. 24—Ohio State at Michigan (full network).

PROPOSAL to obtain theatre-TV frequencies without necessity of going through allocations procedures was advanced by 20th Century-Fox in petition to FCC Sept. 6, as motion picture producers and exhibitors prepared for Sept. 11 meeting in New York to map unified strategy for hearings. Big film company asked Commission to enlarge issues in FCC's theatre-TV hearings (now scheduled for Nov. 26) to include question whether, with slight modification of FCC rules, present frequency allocations to industrial radio services can't be used for transmission of TV programs to theatres.

In petition, 20th Century points out that FCC in 1945 allocated industrial frequencies to motion picture industry, to be used while making films on location, etc., on shared basis with other industries. Movie firm says it has experimented with theatre TV on these frequencies since 1949, suggests 6425-6875-mc band, now allocated to movie industry on shared basis with others, could be used to provide nation-wide competitive theatre-TV services. These frequencies, petition says, could still be shared with other industrial users without interference, because very nature of theatre TV requires highly directional transmission.

Idea isn't new one—it's been discussed for years by theatre-TV proponents—but move by 20th Century is first attempt to bring it before Commission. All exhibitor and producer groups, as well as 20th Century, say they'd rather have frequencies allocated exclusively to theatre TV than share their channels with other users—implicit in any move defining theatre TV as industrial radio service.

Twentieth Century's petition will come up for discussion at Sept. 11 meeting, which will be attended by representatives of MPAA, Theatre Owners of America, Allied States Assn. of Motion Picture Exhibitors and National Exhibitors Theatre TV Committee. Meeting was called to seek agreement on "8 basic points" so picture industry can present united front before FCC at hearing.

Telecasting Notes: Only 11 cities with 13 stations remain outside orbit of transcontinental network TV when it gets under way on permanent basis Sept. 28 (see story, p. 3)—but the 53 interconnected cities and their 94 stations (out of 107 total) cover 95 out of every 100 TV homes in U. S. . . . NBC research chief Hugh Beville Jr. estimates that, based on preliminary estimates for Sept. 1, there were 11,360,000 TV sets in present 48-city interconnected area; that Los Angeles, San Francisco, San Diego, Salt Lake add 1,380,000—thus leaving only 710,000 sets not served by direct network facilities . . . Bell System, reporting new southbound TV channel from Detroit to Toledo as of Sept. 5 to supplement present 3 northbound channels, stated its intercity TV links now total 23,500 channel miles, of which 14,500 are radio relay (microwave) and 9000 are coaxial . . . Inside dope from the higher Hollywood sources: TV's impact will "continue to fade as the novelty wears off"; moreover, it's "no menace" to films, which are "picking up tremendously in America," and to radio which is "staging a comeback." Thus movie producer Darryl Zanuck in Paris interview Sept. 4 . . . Falcon Films, headed by John C. Mullins, Tulsa & Phoenix businessman, is name of new $1,000,000 corporation organized to produce western films in Arizona . . . Some smaller movie studios are trimming all new "B" pictures to 54 minutes running time so they can easily be adapted to TV when theatre runs are exhausted, says *Daily Variety*, Hollywood . . . Catholic Men, magazine published by National Council of Catholic Men, Washington, reports plans being studied to set up system of classifying TV programs similar to Legion of Decency's motion picture ratings . . . WFMY-TV, Greensboro, replacing .5-kw transmitter with 5-kw unit under recent FCC grant, plans to achieve tenfold power increase—1.67 kw to 16.27 kw ERP—on Sept. 22, its second anniversary . . . KHJ-TV now call letters (as of Sept. 6) of old KFI-TV, recently purchased by Don Lee Enterprises from Earle C. Anthony (Vol. 7.23, 32) . . . WBNS-TV, Columbus, Sept. 1 raised base hour rate from $450 to $700, one-min. from $100 to $125, changed Class A time to 6:30-11 daily except Sun. (1-11 p.m.) . . . WTTG, Washington, Sept. 10 raises base hour rate from $450 to $600, one-min. from $90 to $100.

COMPATIBLE color showings by RCA in New York's Johnny Victor & Center Theatres resume Sept. 10. Industry groups are scheduled first 2 weeks, public to be invited after shutdown for week or so. Setup is about same as during smash-hit July showings (Vol. 7:28)—10 a.m. program telecast from WNBT, 2 & 4 p.m. programs on closed-circuit. No networking is scheduled first two weeks.

Guests of RCA Victor go to Johnny Victor, NBC's to Center. RCA has this lineup: Sept. 10, distributors, dealers; Sept. 11, station operators, consulting engineers, attorneys; Sept. 12, RCA Service Co., NRDGA, station engineers; Sept. 13, distributors, dealers, parts suppliers; Sept. 14, dept. stores, tube distributors; Sept. 17, distributors of sound, industrial, film and theatre equipment, plus govt. procurement officers; Sept. 18, recording artists; Sept. 19, RCA technical groups; Sept. 20, security analysts; Sept. 21, "postponements"—late comers and overflow from previous groups. NBC guests comprise affiliates, advertisers, station reps, artists, etc.

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CBS hasn't yet revealed stations or sponsor involved in its proposed 11-station hookup for football colorcasts (Vol. 7:35). But it announced that singer Mel Torme would star in new 4:30-5 daily color show, says it plans to reach 20 hours of color weekly by mid-October. CBS reports enthusiastic reception of color shows in Zurich, Switzerland, Sept. 5, says French manufacturer Radio Industrie will demonstrate color-monochrome sets at Sept. 13-18 Paris demonstrations.

Webster-Chicago, one of few manufacturers planning production of CBS color converters, is still in tooling process, says C. P. Cushway, executive v.p. First production, at least 30 days off, will be wheel assemblies for other manufacturers, presumably including CBS-Columbia. "In terms of actual orders, there's no great demand," says Mr. Cushway. Wheel assemblies may also be offered to "build-it-yourself" customers.

Company plans complete "slave" converters, says Mr. Cushway, but production dates and quantities are still undecided. Price of 10-in. model (magnified) "will be near $350, perhaps even $400," he believes. No adapters are scheduled.

"Frankly, we're feeling our way," says Mr. Cushway. "We don't know what the demand will be. We decided to take the risk and tool up. If we sell a few thousand, that will take care of the tooling costs. Everything we sell after that will be fine. There are a lot of problems—the materials situation, for example. We've got to decide whether we want to take materials from our other production and put it into color. It's a gamble."

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Paramount's tri-color tube (Vol. 7:22-25) has undergone great improvement recently, said v.p. Paul Raibourn in exclusive interview in Sept. 3 *Broadcasting*. According to article, Paramount plans to demonstrate it within a month, and Mr. Raibourn believes "it looks like all the color problems are solved." He credited latest idea to Dr. Ernest Lawrence, Nobel Prize winner who invented tube.

FCC personnel saw earlier models of tubes many months ago, said it suffered then from extremely coarse line structure, low resolution ("too low even for CBS system"), improper color balance. Tube was first reported May 1950, during color hearing (Vol. 6:18). In June 1951, after Supreme Court decision, Paramount announced plans to build and market set with tube (with AM-FM, for about $1000), said it would be demonstrated following month. Tube hasn't been shown to press or public. This week, Paramount stock jumped to year's high, presumably on strength of reports of new tube developments.

Personal Notes: Haan J. Tyler moved to KFI (AM) as gen. mgr. with Sept. 6 transfer of KFI-TV to Don Lee and change of its call letters to KHJ-TV; he succeeds Kevin Sweeney, resigned. Willet Brown is president of Don Lee (General Tire-O'Neil) and head of KHJ-TV, and George Whitney is sales v.p. . . . Charles H. Phillips, ex-sales chief, NBC-TV spot sales, named asst. gen. mgr. of WNBC & WNBT, New York network keys, under gen. mgr. Ted Cott . . . Gilbert W. Kingsbury promoted from publicity-promotion director to administrative asst. to Robert E. Dunville, president, Crosley Broadcasting Corp. (WLWT, WLWD, WLWC) . . . Ren Kraft, Midwest sales mgr., Fort Industry Co. stations (including WJBK-TV, WSPD-TV, WAGA-TV) designated to supervise newly opened Chicago offices for George Storer group, 230 No. Michigan Ave. . . . John R. Hurley, ex-Don Lee program mgr., joins *TV Time*, Los Angeles fan magazine . . . Bernard M. Kliman, adv. mgr., Gruen watch, resigning to open own agency with headquarters in New York and TV office in Hollywood . . . C. H. Cottington has resigned as TV-radio v.p., Young & Rubicam . . . Joseph H. McConnell, NBC president, and Mrs. McConnell sailed Sept. 6 on *Queen Mary* for London in connection with Talullah Bankhead BBC recordings (Vol. 7:33), then vacations in Paris and Cannes, returns in mid-Oct. . . . Fritz Snyder, ex-Biow, named CBS-TV station relations director and Wm. Schudt named CBS-Radio station relations director . . . Dr. Kenneth H. Baker, NARTB research director since 1946, has resigned to start radio audience-coverage service to be known as Standard Audience Measurement Service, with offices in N. Y. . . . John H. Smith Jr., ex-Bureau of National Affairs, Washington, named director of NARTB's FM dept., succeeding Edward L. Sellers, resigned.

SENATE hearings on Sen. Benton's TV bills to establish national radio-TV program advisory board and encourage "pay-as-you-look" TV (Vol. 7:15, 20-22, 33, 35) sounded rather routine this week—but opponents haven't yet had their innings.

Boiling-mad NARTB-TV sent scathing statement, approved at Sept. 7 board meeting, to Senators Johnson (D-Colo.) and McFarland (D-Ariz.) chairmen, respectively, of Interstate & Foreign Commerce Committee and subcommittee. Said statement in part:

"We consider the Benton proposals potentially more dangerous to free expression than any legislation that has been before the Congress in the 30-year history of American broadcasting."

Sen. Benton and his witnesses testified that 11-man board would be completely advisory, that stations had nothing to fear in way of censorship. Witnesses included: Sen. Hunt (D-Wyo.), co-sponsor of bills, plus representatives of American Library Assn., National Farmers Union, New York Board of Regents, Joint Committee on Educational TV, CIO, Cooperative League of U. S. A., Ohio State U.

Because James Webb, Asst. Secretary of State, testified as to success of advisory boards for UNESCO, Voice of America, etc., NARTB-TV board called attention to Japanese treaty telecasts at behest of State Dept., said "it is inconceivable [that] a State Dept. executive of such high rank should fail so utterly in evaluating the public service contributions of American broadcasting . . . "

Only opposition was that of Sen. Capehart (R-Ind.) who wondered, if board's function is desirable, why Interstate Committee can't do job itself. Date for hearing resumption hasn't been set.

Network Accounts: Gillette will sponsor World Series on exclusive transcontinental NBC-TV hookup, under deal signed this week. Mutual has exclusive radio rights, so the 4 TV outlets owned by its stockholders will thus also carry series (WOR-TV, WNAC-TV, WGN-TV, KHJ-TV). Gillette also will sponsor Rose Bowl grid game Jan. 1 from Pasadena, for which NBC-TV has paid $1,600,000 for 3 years exclusive rights . . . Gillette's Prom Products Div. (Prom home permanent wave) and White Rain Div. (White Rain shampoo) to sponsor *Stop the Music* on ABC-TV, Thu. 8-8:30, starting Nov. 1, replacing Admiral and alternating with Hazel Bishop Inc. (lipstick) starting Nov. 8; agencies are Foote, Cone & Belding and Raymond Spector Co., respectively. Old Gold continues weekly sponsorship of last half hour . . . American Chicle Co. (Clorets Chlorophyll gum) starts *Rocky King, Detective* Sept. 16 on DuMont, Sun. 9-9:30, thru Dancer-Fitzgerald-Sample . . . Grove Laboratories Inc. (drug products) shares alt. week sponsorship with General Mills of *Live Like A Millionaire* on CBS-TV, Fri. 10-10:30, starting Sept. 21 . . . Arthur Murray Inc. (dance studios) resumes *Arthur Murray Party* Sept. 19 on ABC-TV, alt. Wed. 9-9:30, thru Ruthrauff & Ryan . . . Minnesota Mining & Mfg. Co. (Scotch tape) moves *Juvenile Jury* from Tue. 8:30-9 to Sun. 3:30-4 on NBC-TV, starting Sept. 16 . . . Cluett, Peabody & Co. (men's shirts) starting Oct. 11 will sponsor *Herb Shriner* on ABC-TV, Thu. 9-9:30, thru Young & Rubicam . . . Coca-Cola reported readying Sun. afternoon Andre Kostelanetz sponsorship on CBS-TV starting in Oct.

Station Accounts: Chicago National Bank Oct. 1 starts *Austin Kiplinger & the News*, Mon.-Wed.-Fri. 11-11:10 p.m. CST on WENR-TV, thru J. R. Pershall Co. He's son of the noted Washington writer, was former financial columnist of *Chicago Journal of Commerce*. It's third bank schedule on ABC-owned WENR-TV, others being Chicago Title & Trust's weekly *Chicago Symphony Chamber Orchestra* and City National Bank's *Crusade in the Pacific* . . . Lewyt Corp. (vacuum cleaners) will spend $100,000 of its new $800,000 ad campaign to produce series of one & 5-min. films and one-min. radio spots for placement throughout country, thru Hicks & Greist Inc., N. Y. . . . The Tea Council plans use of TV-radio in new campaign starting in October, thru Leo Burnett Co., N. Y. . . . Wildroot Co. (hair tonic) has purchased 15 Screen Gems' *TV Disc Jockey Toons*, films accompanying hit song recordings, for placement in 8 major markets, thru BBDO, N. Y. . . . Old Gold to sponsor half of each of the 117 Madison Square Garden sports events signed by WPIX, New York (Vol. 7:35) . . . American Vitamin Associates (Thyavals & Orvita) buys one-hour *Frosty Frolics* on KTLA, Hollywood, where it's to be kinescoped for placement on 9 other stations, thru Schwimmer & Scott, Los Angeles . . . P. Ballantine & Sons (beer & ale), sponsoring film series titled *Intrigue* on WNBT & WNBW (Vol. 7:35), placing it also in 10 other Eastern markets, thru J. Walter Thompson Co., N. Y. . . . Fed "live" Fri. 1:30-2 p.m. from studios of WPTZ, Philadelphia, to WBAL-TV, Baltimore, and WGAL-TV, Lancaster, *Pietro's Place* is repeated live for WPTZ audience 2:30-3 same day—regional account sponsored by San Giorgio Macaroni Products, Ritter Catsup, Boscul Coffee, thru Lamb & Keen, Philadelphia . . . Among other advertisers reported using or planning to use TV: Bovril of America (beef broth), thru Hilton & Riggio Inc., N. Y. (KTTV); Pharma-Craft Corp. Inc. (Fresh deodorant soap), thru McCann-Erickson, N. Y. (KTTV); Thor Corp. (automatic washer), thru Henri, Hurst & McDonald, Chicago; J. P. Smith Shoe Co., thru Price, Robinson & Frank Inc., Chicago; Copper Brite Inc. (Copper Brite liquid cleaner), thru Davis & Co., Los Angeles; Dean Rose Piano Studios, thru R. T. O'Connell Co., N. Y.

JOB prospects are bright in TV-radio-electronics technical fields, but would-be announcers will find tough competition for employment. That's Govt.'s official size-up in new 575-page edition of Labor Dept.-Veterans Administration's *Occupational Outlook Handbook*, issued for guidance of Federal agencies, schools and others.

Opportunities in TV broadcasting should expand considerably during next 10 years, handbook notes, while "eventual decline in sound broadcasting is probable." New TV stations will probably take on several thousand engineers and technicians in coming decade, "although industry will still be a small one." For announcers, handbook says "job prospects are not good," field will continue to be overcrowded despite anticipated TV expansion. Prospective announcers are advised to try to break into field in small communities, where competition isn't so keen.

Rosy future is predicted in TV-radio servicing field. Book says there were about 100,000 technicians in U. S. in late 1949, and that number should increase with growth of TV, which needs more and better servicing because it's more complicated than radio. "TV repairmen need much more basic training and knowledge of electronic theory than radio repairmen," says the handbook. One of best fields today is electrical engineering, because of "expanding use of electrical and electronic equipment in industry, by the Armed Forces, in homes, on farms and in therapeutic work." This despite soaring number of electrical engineering degrees awarded since World War II. "Large numbers were attracted to the field, owing to their experience in working with radio, radar or other electronic or electrical equipment in the armed services."

Assn. of National Advertisers this week renewed assault on radio rates, because of TV inroads, by issuing third study of evening listening that repeats its thesis that "radio listening in TV homes continues to approach near-elimination during the evening hours." Earlier reports, backed by ANA campaign (Vol. 7:11 et seq), brought storm of radio-station protests, eventually produced network rate cuts. Using Hooper's statistics, ANA study shows that, in 24 of 36 TV cities for which data was available, TV's share of evening audience was over 50% in March-April 1951. For all 36, figure ranges from 25.3% in Tulsa to 74.7% in Philadelphia. Year before, figures were 8.2% and 52.1% for the two cities. ANA calls attention to Nielsen study for *Billboard*, published July 14, showing comparison of AM sets-in-use figures for New York and nation, for March-April 1948 and 1951. AM improved 3.5% for 7-8 a.m. in New York, 6.1% nationally. But it dropped drastically rest of day, with AM taking worst beating 8-9 p.m., declining 56.1% in New York, 35.5% nationally. Study is bound to be counter-attacked vigorously by AM operators. New York's WOR was out immediately with report that its night newscasts have higher ratings than during last 8 years, reached 26% more families than in 1946. Copy of report may be obtained from ANA at 285 Madison Ave., New York.

Idea of televising Congress appalled Senators when broached this week by witness during hearings on Benton bills to set up 11-member TV-radio advisory board (see page 6). Majority Leader McFarland (D-Ariz.) predicted: "Every Senator would want to broadcast himself. Programs would play up showmen in Congress and not give workers a fair chance." Sen. Hunt (D-Wyo.) feared showing Senators in action would "cause big turnover in Senate membership." "It would completely ruin the Senate," said Sen. Benton (D-Conn.).

Joseph M. Nassau, 48, broadcasting pioneer identified many years with Philadelphia stations, latterly president of WAEB, Allentown, died suddenly Sept. 1 of heart attack.

Television Digest WITH AM-FM REPORTS
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Trade Report
September 8, 1951

HIGH OPTIMISM KEYNOTES THE TV TRADE: "Like old times again," is way some describe current upsurging market for TV sets. Admiral, Motorola & Philco, along with some smaller producers, have added their voices to RCA's (Vol. 7:35) in saying things are vastly better at manufacturing level and looking up nicely at wholesale-retail.

Industry's Big 4 all claim their factory inventory gone or spoken for, say wholesalers are ordering at accelerating rate as dealer stocks are being depleted. Retail trade reports are good, too, though can't be pin-pointed as readily.

It looks now like spring-summer slump is really over, though quickened pace of receiver sales might be attributed to deep price cuts designed to unload inventories, and to generally lower lists on new models.

Everybody's optimistic, convinced trade at long last is seeking a "normal" balance. Some are more so than others. Said Philco spokesman: "Things are really and truly hot, and sets are really moving. We've had an increase each week in last 4 weeks. And radio is especially very healthy."

Admiral spokesman said "business is firming up nicely" and noted "very good distributor-to-dealer movement." He even thought the industry might sell as many as 3,000,000 sets these last 4 months of 1951. But he admitted it was still too early to gauge retail activity very clearly, though this week things began to perk up very well as distributors "dropped in unannounced" to talk trade and place orders.

Both Philco and Admiral indicated plants working at capacity permissible under current materials curtailments. Production now depends very largely on availability of materials (see p. 11). Prices, too, could go up again if components do.

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September Radio & Television Retailing (Caldwell-Clements) warns: "Look for TV retail prices to firm up between now and Christmas because of expected increase in demand which will put the damper on the wave of price-cutting. In radio, there won't be many small sets around for the Christmas buyer..."

Some smaller producers share optimism, though good many are finding heavy price-cutting advertisements of name brands pretty tough competition right now. John Meck reports his production now at highest rate this year. He observed:

"Orders from the smaller dealers have picked up but are still spotty. Many of the bigger stores, however, apparently have decided that TV business this fall will be normal for those who go after it, and are covering their requirements now while it's possible to get the merchandise they will need." He added that procurement of materials is gradually becoming more difficult.

There's note of caution from the men who can't afford to guess wrong -- the purchasing agents. Last week, National Assn. of Purchasing Agents, in forecasting business in general, warned that fall pickup in business will be slow and noted that any sharp increase in the fourth quarter of either civilian or defense demand "could create a wild scramble for materials." It stated: "The much-talked-of upswing in fall business is not reflected in August purchasing commitments. Buying is conservatively geared to the current trend of slow business, inventory reductions and CMP allocations. Viewing the 6 months of falling orders [and] present pricing confusion, inventory managers are putting extreme pressure on further inventory liquidation."

Also cautious is statement from Capehart-Farnsworth president Fred Wilson:

"We do not believe, as some have preached, that we are going to have a seller's market in the near future. We believe that we are going to have to work hard to sell the civilian merchandise we can manufacture in the next few months. While it is probably true that during the latter months of this year the demand for civilian electronics equipment may be much greater than supply, we are not counting on that condition to keep our plant moving. But we are planning to aggressively push the sale of our merchandise again in the belief that we are not going to have

an all-out war; that for some few months ahead there will be plenty of merchandise available; that we and the other members of the industry will learn how to use materials that are not critical and thereby keep production at a higher rate than we can now actually foresee."

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Week preceding Labor Day was again one of low TV production, RTMA reporting only 55,273 sets made (2400 private label). Week ended Aug. 31 showed about same as week before (Vol. 7:35), or less than third of comparable 1950 weeks (Vol. 6:37-38).

But factory inventories didn't go down much, only about 11,000 units, to bring total remaining to 655,349 as of Aug. 31 as against preceding week's 666,695. Thus drop of 88,000 between Aug. 17 & 24 (Vol. 7:35) wasn't repeated. It's probable, though, that Labor Day week will show considerably greater drop.

Five-week August output totaled about 255,000 units, compared with 4-week August 1950's 702,287 (Vol. 6:37). Inventory decline during month ran: 768,766, Aug. 3; 765,916, Aug. 10; 754,854, Aug. 17; 666,696, Aug. 24; 655,349, Aug. 31.

Radio output stayed at about same level as preceding weeks -- 226,013 units (112,236 private label) as of Aug. 31, compared with 222,263 week earlier. Factory inventories went down to 383,604 from preceding week's 418,304. Week's radios were: home sets, 110,419; portables, 21,416; auto, 94,178.

Topics & Trends of TV Trade: Trade-in allowance counted against down payment under Regulation W must reflect "a bona fide trade-in or exchange of property having a value that bears a reasonable relationship to the amount credited," Federal Reserve Board said at week's end in mildly-worded interpretation that was scarcely the "crackdown" some people had anticipated. Board rapped knuckles of dealers who advertise that any trade-in will count as full down payment when it observed that practice of making "substantial uniform allowance for all so-called trade-ins irrespective of their make, model or condition" doesn't conform with regulation.

There's no requirement that trade-in allowances be limited to "actual market value of the trade-in or to the amount for which [dealer] expects to be able to sell it," interpretation says, but it stresses that "fictitious" trade-ins aimed at evading down payment rules are banned. Other points made by FRB: (1) Dealer must actually receive and take possession of items traded in. (2) Dealer can't raise price to compensate for trade-in counted as down payment.

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Agenda of RTMA conference Sept. 18-20 in New York's Roosevelt Hotel includes board and committee reviews of defense requirements, shortage problems, TV freeze, FM promotion campaign, expanding association services. "Small business" manufacturers will hold own session Sept. 18 under president Glen McDaniel and committee chairman A. D. Plamondon Jr. Board meeting concludes conference Sept. 20.

National Electronic Distributors Assn. second annual convention and exhibit in Cleveland Auditorium, Sept. 10-13, will feature addresses by GE's Dr. W. R. G. Baker, International Resistance's Harry A. Ehle, and a manufacturers' open forum including Norman A. Triplett, William J. Barron, J. Earl Templeton, Kenneth C. Meinken, Austin C. Lescaboura.

Dun & Bradstreet's monthly dealer inventory survey (Vol. 7:35) is being financed independently by these companies: Bendix, Corning Glass, Crosley, GE, Hallicrafters, Indiana Steel Products, Motorola, Philco, RCA, Sentinel, Sprague, Stromberg, Sylvania, Westinghouse, Zenith.

Lloyd A. Good, 69, Philco production mgr. for 15 years before retiring in 1940, died Sept. 7 in Philadelphia after long illness.

Trade Miscellany: Federal Trade Commission case against Sylvania and Philco, involving preferential prices on replacement tubes, set for hearing Sept. 17 before Examiner Webster Ballinger . . . RCA's Frank Folsom will arrange for RCA Victor record pressing plant in Israel during his flying trip there in latter Sept.; he'll also confer in Rome with Italian distributor Joe Biondo regarding other expansion plans . . . **Electronic Devices Inc.**, Brooklyn (Herman Weissberger, president), has purchased Precision Rectifier Corp., will operate it as division with Earl Steiker, ex-Federal, engineering director . . . **Super Electric Products Corp.**, Newark (components), goes to hearing Sept. 18 under Chapter XI, offering to pay $350,000 in general claims with 10-year debentures or 25% cash . . . **American Phenolic Corp.** has completed new 80,000-sq. ft. plant in Chicago to produce Teflon coaxial cable and other devices.

Merchandising Notes: Zenith expected to "make it official"—price-cutting of current stocks already advertised by dealers—by following lead of RCA, GE, Philco, et al (Vol. 7:33-35) and reducing lists when it introduces new line at distributor meeting in Chicago's Drake Hotel, Sept. 14-15 . . . **Hoffman Radio's** New York office (D. W. May, mgr.) is 30 Church St., with new warehouse at 163 Avenue A, Bayonne, N. J.; Chicago office and warehouse (Howard L. Bredlow, mgr.) is at 219 E. North Water St. . . . Silavox earphone attachment to TV sets being offered by Skinner & Pelton Inc., Chicago; phones plus installation cost $24.95.

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Receiving tube sales for July were down to 13,185,567, compared with 27,667,099 in June and 21,128,017 in July, 1950. Yet RTMA report shows that total for first 7 months of 1951 well exceeds same 1950 period—229,087,892 vs. 191,503,938. Sales for all categories have increased, but replacement and export have shown biggest jumps. This year, 54,730,948 have gone into replacement market, compared with 35,912,137 last year. Exports rose from 5,708,880 to 11,581,593. Statistics don't show how many go into new TV or radio sets or military equipment, so trends aren't discernible there.

Round tubes have all but disappeared, as have sizes under 16-in. for new sets. RTMA report for July shows 99% of the 89,144 shipped were rectangular, 16-in. or larger. The 20-in. continues to grow, totaling 12.5% of all units, compared with 10.8% in June, 7.7% in May. Value of picture tubes was $1,858,930.

Trade Personals: Charles A. Hansen, Jensen Mfg. Co., elected president of Radio Parts & Electronic Equipment Shows Inc., whose next Chicago show is set for May 18-21, 1952; he succeeds Standard Transformer's Jerry Kahn. Other officers: Sam L. Baraf, United Transformer, v.p.; W. D. Jenkins, Radio Supply Co., Richmond, secy.; Lew W. Howard, Trad, treas. . . . John W. Craig, Crosley, reappointed chairman, RTMA's FM policy committee . . . John S. Anderson, executive v.p. since 1948, elected president of Aeronautical Radio Inc. . . . Franklin Lamb, vice chairman, Tele King, onetime president of Reynolds Pen Co., on leave to serve as aide to mobilization director Charles E. Wilson . . . E. W. Olson promoted from field man to sales promotion mgr. for component products, Webster-Chicago . . . Home of Robert C. Tait, Stromberg-Carlson president, in Pittsford section of Rochester, suffered $25,000 damages by blaze Sept. 4 . . . Frank A. D. Andrea Jr., graduate of Pennsylvania Military College and Navy veteran, joins engineering staff of father's Andrea Radio Corp. under chief engineer Harold Heindel.

Promotion of Dr. C. B. Jolliffe, executive v.p. in charge of RCA Labs, to newly-created post of v.p. & technical director of RCA was announced Sept. 7, effective immediately. E. W. (Shorty) Engstrom, second in command at Princeton, moves up to become v.p. in charge of Labs. Dr. Jolliffe's new duties are to supervise long-range planning, coordinate technical representation of RCA before govt. agencies and technical groups.

TV-radio industry—manufacturers, wholesalers, telecasters—are expected to be asked to contribute to Crusade for Europe, operating Radio Free Europe and planning Radio Free Asia, privately endowed by group headed by Gen. Lucius Clay, to get America's messages through iron curtain. Gen. Clay last week named RCA's Gen. David Sarnoff New York chairman in drive for 25,000,000 enrollments, $3,500,000 funds.

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FIRST TEST of theatre TV as mass training device will be held Sept. 15 under govt. sponsorship when Federal Civil Defense Administration will hold closed-circuit "school" for civil defense workers simultaneously at theatres in Baltimore, Philadelphia, New York & Washington, with combined seating capacity of more than 11,000. One-hour program will originate in Washington studios of WMAL-TV at 9 a.m. Plan was suggested by United Paramount Theatres' Robert H. O'Brien, and the TV-equipped theatres in Baltimore, Philadelphia, Washington were made available by Nathan Halpern's Theatre Network TV Inc.

Unique feature of theatre-TV "classroom" is that spectators in all 4 theatres will be able to ask questions of civil defense instructors in Washington during the program through special telephone circuits. Said Civil Defense Administrator Millard Caldwell in announcing experiment: "The mass training of 15,000,000 civil defense workers is one of the nation's most immediate problems. Through theatre TV the task of preparing not only the civil defense worker for his job but the nation at large to meet an enemy attack can be greatly simplified."

Theatres donated free for test are Paramount in New York, Warner Brothers' Stanley in Philadelphia, Loew's Century in Baltimore and RKO Keith's in Washington. Some 800 seats in the Washington theatre will be reserved for "members of Congress, govt. officials, educators and industrial leaders."

Navy's experiments in training reservists by TV (Vol. 7:8) are recorded in 24-page *Training by Television* (Document PB 104414), Navy-Fordham U report, which concludes that TV has great value in rapid training of large groups. Booklet is available for 75¢ from Office of Technical Services, Commerce Dept., Washington.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for July: Wallace C. Johnson bought 22 Admiral, holds 1500; Dee S. Lenfesty sold 1300 Arvin, holds 2700; James M. Seward bought 100 CBS Class B, holds 200 Class A & 300 Class B; Allen B. DuMont gave 1400 DuMont Class A as gift (June), holds 55,000 Class A & 2000 Class B; Adolphe A. Juviler sold 2200 Olympic (May, July), holds 88,440; Percy L. Schoenen sold 700 Olympic (May, July), holds 24,006; William Balderston gave 20 Philco as gift, holds 7168; Thomas A. Kennally sold 3000 Philco (June, July), holds 19,974; William Gammell Jr. sold 1400 Raytheon, holds 15,570; E. Finley Carter acquired thru profit-sharing plan 64 Sylvania (February), holds 1164; E. F. McDonald Jr. sold 2200 Zenith, holds 31,931.

Short positions in stocks listed on N. Y. Stock Exchange from July 13 to Aug. 15 are reported for following electronics firms: Admiral, from 37,405 as of July 13 to 35,586 as of Aug. 15; Avco, 20,880 to 21,080; Emerson, 5775 to 5848; GE, 13,296 to 10,725; IT&T, 16,704 to 22,714; Motorola, 16,491 to 15,332; Philco, 18,252 to 18,793; RCA, 29,986 to 31,896; Westinghouse, 4817 to 5257; Zenith, 30,383 to 26,197.

Raytheon has $150,000,000 backlog of unfilled orders on books, president Charles Francis Adam Jr. reported to stockholders meeting Sept. 7. Shipments, largely defense, will build up rest of year and reach peak next summer, he stated. Stockholders approved increase in authorized common stock from 2,250,000 to 3,000,000 shares.

I-T-E Circuit Breaker Co. has filed SEC registration statement covering proposed offering of 60,000 shares of convertible preferred stock, par value $50, as approved at Sept. 5 stockholders meeting. Smith, Barney & Co. and C. C. Collings & Co. head underwriters.

Olympic Radio reports net income of $259,206 (70¢ a share) on sales of $8,112,588 for first 6 months of 1951. This compares with net of $479,135 ($1.28) for same 1950 period.

Globe-Union Inc. reports net earnings of $872,826 ($1.30 a share) on sales of $20,239,325 for 6 months ended June 30. This compares with profit of $1,159,286 ($1.81) on sales of $14,346,867 for same 1950 period.

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Dividends: Wells-Gardner, 15¢ payable Sept. 15 to holders of record Sept. 4; Bendix Aviation, 75¢ payable Sept. 20 to holders Sept. 10; Collins Radio, 66¾¢ pfd. payable Oct. 1 to holders Sept. 21; WJR The Goodwill Station, 10¢ payable Sept. 14 to holders Sept. 7; Muter Co., 15¢ payable Sept. 30 to holders Sept. 15; Arvin Industries, 50¢ payable Sept. 29 to holders Sept. 17; Davega Stores, 25¢ pfd. & 25¢ common, both payable Oct. 1 to holders Sept. 17; Decca Records, 17½¢ payable Sept. 28 to holders Sept. 17; Admiral, 25¢ payable Sept. 28 to holders sept 17; RCA 87½¢ on $3.50 cumulative first pfd., payable Oct. 1 to holders Sept. 17.

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Giant image-correcting lens, over 22 inches in diameter, has been developed by American Optical Co., Southbridge, Mass., offered as newest device for improving theatre TV. Company says several have already been ordered by RCA and General Precision Lab. Lens corrects to "perfect focus" the distortion now caused when projected images are magnified for movie screens up to 15x20-ft.

Self-propelled underwater TV camera, designed for mapping mine fields, examining harbor beds, inspecting ship damage, etc., is undergoing tests in Ottawa by Canada's National Research Council. It can move ahead or astern at one knot. It weighs 250 lbs., was developed under direction of engineer Wm. Torrington.

Television Digest WITH AM-FM REPORTS
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Mobilization Report
September 8, 1951

MORE METAL CUTS COMING—AND THEN SOME: Less steel in fourth quarter than expected for TV-radio and other consumer durable industries...another slash due in copper... and tube plants facing serious curtailment next month because of nickel shortage.

"The big pinch is here now" on civilian economy, said defense mobilizer Charles E. Wilson this week. But to most TV-radio manufacturers, the "big pinch" is academic -- for their production is now well below the levels permitted by NPA.

It's the sales situation -- not materials -- that's chief worry of the set makers today. But, while manufacturers voluntarily lowered their production goals to conform with demand, they're going to find it difficult or impossible to raise them again when inventories are depleted and demand exceeds supply.

Rumblings on the materials front are ominous -- boding steeper cuts in the supply of metals that are the brain, bone and sinew of TV-radio, threatening ever-lowering ceilings over potential production. Last July, makers of consumer durable goods were told they'd receive, in fourth quarter, steel at 65% of rate they used it in first-half 1950, copper at 54%, aluminum at 48%.

But military and defense-supporting demands on steel for fourth quarter are taking bigger chunk of the pie than anticipated. So NPA did some more chopping. TV-radio manufacturers, in their fourth quarter allotments, are getting CMP tickets for about 60% of the steel they used during average quarter of first-half 1950 vs. 70% this third quarter.

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Further cuts in copper were virtually assured even before the disastrous strike which shut off 95% of nation's output of that basic electrical metal. As strikers began returning to the pits at week's end, it appeared probable that consumer goods manufacturers might not be able to cash in their CMP paper for the copper that's supposed to be reserved for them.

Copper situation has govt. planners nearly frantic. DPA-NPA boss Manly Fleischmann Sept. 5 called it "desperate," revealed he had ordered copper mills to give "preferential treatment" to military orders -- clear indication he believes there won't be enough copper in bank during fourth quarter to fill all CMP orders.

"Most critical of all large tonnage non-ferrous metals" -- that's description of copper in NPA's newly-revised "List of Basic Materials," compiled before strike. Imports of the red metal have fallen off because foreign price is higher than price ceiling in U.S. DPA indicated Sept. 5 it would seek price relief from OPS to encourage imports, but next day mobilization chief Wilson publicly put his foot down on any such move.

To make matters worse, shortage of copper scrap, which normally comprises about 40% of copper supply, has already forced virtual shutdown of ingot industry.

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So new and deeper cuts in copper and steel to consumer durable manufacturers -- who are last in line for vital materials -- are certain next quarter, and again in first quarter of 1952 when arms program picks up more speed. But that's not all:

New round is probable by mid-1952. Temper of Congress, pushing for bigger rearmament program, is solid indication. Present mobilization plans are based on 95-group Air Force, 24 Army divisions. But lawmakers are pressing for 150-to-162-group Air Force, 30-division Army, more carriers and bigger anti-submarine fleet for Navy. While this will eventually mean more military orders, raising our sights this way will throw entire materials-control blueprint out the window.

* * * *

If materials shortages are academic today to TV-radio set manufacturers, they're very real in the factories turning out electronics' most basic components -- vacuum tubes. Unless there's quick action by the Govt. at high level, nickel snarl

threatens serious dislocations in electronic tube industry as early as next month.

There's plenty of irony, but scant comfort, in fact that tube industry, now facing heavy cutbacks for lack of nickel, is at same time undergoing $50,000,000 govt.-sponsored expansion program (see Mobilization Notes).

Tube makers need minimum of 188,000 lbs. of nickel a month to keep going at somewhere near present rate of production. Last year they used nearly 300,000 lbs. monthly, but near-miracles of conservation and substitution have shaved requirements way down. NPA last spring promised tube industry special allocation of 180,000 lbs. for May (Vol. 7:18-19). Only part of this allotment was received.

There's been no special NPA allocation of nickel to tube industry since then. Instead, it's been doled out on basis of military requirements, plus small percentage of amount needed for civilian production. So, for last 3 months, tube plants, which in May were devoting scant 10% of their facilities to military output, have been allocated fraction of the amount of nickel they need.

Nearly 30% of tube industry's output is military now -- but tube industry can't be operated on a 30% -- or a 50% -- basis. To avoid major curtailments and loss of highly-skilled workers -- even shutdowns in some plants -- it must continue high production of civilian tubes as military orders steadily increase.

There's a long "lead time" in nickel for electronic tubes -- it takes 3-4 months to process raw nickel into the finished elements that go into tubes. So in recent months, tube makers have been living off earlier allotments, stretching the supply through conservation and substitution. Most tube plants have enough nickel products in sight to last them about a month.

Shutdown of industry's suppliers who make nickel-plated materials for tube elements is threatened this month, unless aid comes soon. Electroplating firms are finding it impossible to obtain nickel anodes, and efforts to get special NPA directives for them have failed so far.

RTMA's tube division will hold special meeting in Washington Sept. 11 to consider possible action in nickel emergency.

Action by Defense Mobilizer Wilson himself may be required to get things rolling. But because whole rearmament program can be bogged if tube industry loses its large production potential, it's reasonable assumption that something will be done. And judging from reports from industry, there's no time to lose.

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TV-radio industry won't feel bite for some time if production of civilian tubes is curtailed in next few months. Most manufacturers laid in heavy supply of tubes and other vital components during trade lull. Average set maker is believed to have at least 2 "normal" months' backlog -- and at current rate of set production that should last 4 months or more.

Action to avoid straitjacket aspects of CMP as it applies to consumer goods manufacturers is in sight. NPA is drafting order to give manufacturers latitude in use of materials among broad groups of products, as it did during third quarter under Order M-47A (Vol. 7:31).

"In another war, superior electronics would be decisive." So says retired Gen. Carl Spaatz in Aug. 13 *Newsweek* article on air power. Citing the important part played by electronics in World War II air warfare (radar, electronic bombsight, proximity fuse), Spaatz says these achievements "are nothing to what is ahead if there is a third world war." He states the Russians have services of many German electronic scientists and inevitably have made "important strides in electronics" as well as jet construction. "The battle for air supremacy is resolving itself into a battle for electronic superiority," Gen. Spaatz says, pleading for more secrecy about new non-military electronic developments. "Some device that improves TV reception in your home," he maintains, "may be just the thing, when applied to fighting machines, that will give us a decisive edge."

Canadian National Exposition, Toronto, has quite a few TV-radio exhibits—the TVs mostly counterparts of American models. Displaying them are Canadian subsidiaries of Westinghouse, GE, Philco, RCA, Admiral, Stromberg, Sparton; also Canadian Marconi, Addison, Dominion Electrohome. All have radios, too, and in addition there are radios by Rogers Majestic, Northern Electric, Pye Canada Ltd. Prices generally are considerably higher than same models in U. S.; e.g., Admiral 17-in walnut combination with half doors at $730, Westinghouse 20-in. combination at $975, Canadian Marconi 20-in. combination $670.

National Electronics Conference at Chicago's Edgewater Beach Hotel, Oct. 22-24, will feature separate luncheon addresses by CBS Laboratories Div. president Adrian Murphy and GE's Electronics v.p. W. R. G. Baker, discussing color TV.

Mobilization Notes: A $135,000,000 program to expand electronics industry for defense is under way, with tax aid from Uncle Sam.

There'll be more to come, but as of July 31 DPA and its predecessor NSRB had issued certificates of necessity authorizing 5-year tax write-offs for 147 new or expanded electronic plants. These have been reported in this section as issued.

The $135,000,000 for electronics represents only 1.5% of total $8.65 billion in expansion of all military and defense-supporting production authorized since tax aid program began last October. It's in addition to something less than $10,000,000 in DPA-approved direct govt. loans for electronic plant expansion.

Bulk of expansion is for production of military end equipment—radar, communications radio, loran, electronic fire control devices and fuses—and specialized electronic tubes for military equipment.

Here's rough breakdown of certificates granted and dollar value of expansion they represent: End equipment, 44 certificates, $64,246,000; tubes, 33 certificates, $49,439,000; components (resistors, capacitors, transformers, etc.), 39 certificates, $8,418,000; miscellaneous parts, 31 certificates, $12,110,000.

Actually, only about 74% of dollar value of the authorized electronic expansion is subject to rapid amortization. Percentage varies, DPA says, according to "type of facility, post-emergency usefulness of plant to owner and degree of [aid] necessary to encourage expansion."

Biggest electronic expansion programs authorized by DPA are those planned by **Westinghouse** and **General Electric**. Westinghouse got go-ahead for $23,500,000 in new plant facilities—$12,000,000 for Pittsburgh tube plant and $11,500,000 for end equipment production at Baltimore. GE will spend $15,778,000 for plant at Binghamton to manufacture radio compasses, other military end products.

Many firms outside TV-radio industry are among those receiving certificates for expansion of electronic production facilities. Following Westinghouse and GE in cost of programs are: **Cutler-Hammer**, $7,700,000, switches & contacts; **Hughes Aircraft**, $7,200,000, guided missiles; **Arma Corp.**, $6,100,000, radar computers.

These tube firms are among electronic industry's top beneficiaries of tax aid program: **Sylvania**, $5,773,000; **Lansdale (Philco)**, $4,000,000 (for proposed plant in Frederick, Md., plans for which were recently cancelled—see Vol. 7:34); **Hytron**, $3,400,000; **Varian Assoc.**, $2,400,000.

* * * *

"Most complete mobile TV station ever built" was delivered this week to Signal Corps' Ft. Monmouth (N. J.) laboratories by RCA, consists of 4 special 10-ton trucks, each 31 ft. long. Two trucks contain complete TV transmitting and monitoring equipment, 3 field cameras, 10 receivers, large-screen TV projector and radio intercom system. Other 2 trucks contain power generators. "TV caravan" will be used "to explore feasability of TV for field instruction and to develop instructional techniques via TV," according to Signal Corps. One suggested use is refereeing and observing field maneuvers. "Caravan" will use microwave or coaxial cable to pipe pictures to military classrooms or standard TV stations.

Mica substitutes are far more plentiful and satisfactory than they were during World War II, mica industry and NPA jointly have announced. Many high-quality substitutes, however, are still in experimental stage, and industry expressed confidence they'll be usable soon. Manufacturers' inventories of mica, used in capacitors and for other insulating purposes, were reported adequate, but deteriorating quality of imports from India, chief source of supply, is becoming increasingly serious.

New plant construction in fourth quarter will be limited to expansion of metals-producing capacity and important military production, DPA said this week in announcing allotments of structural steel. These firms manufacturing electronic and related items received fourth quarter steel allotments for expansion programs for Armed Forces: **Greeneville Cabinet Co. (Magnavox)**, electronic equipment; **Webster Electric Co.**, telephone, telegraph & electronic equipment; **Arma Corp.**, fire control & electronic equipment; **Amperex Electronic Corp.**, electronic equipment; **Weston Electric Instrument Co.**, precision instruments; **The Baldwin Co.**, electronics; **General Electric**, research electronics; **Bendix Aviation**, aircraft accessories; **General Precision Laboratory Inc.**, electronic equipment; **Northrop Aircraft**, guided missiles; **Hartman Electrical Mfg. Co.**, aircraft electronic controls. Some of these firms have already started construction; much of the expansion is being aided by Govt. through rapid tax amortization.

First TV-radio case before NPA Appeals Board was settled with grant of some additional steel to Packard-Bell. Los Angeles manufacturer asked 17% increase in base period steel quota under consumer durables order M-47A. It claimed this period (first-half 1950) was abnormal one for company, and many employes would have to be laid off if civilian production couldn't be maintained until defense orders pick up. In decision, board concluded: "There was no persuasive showing of improper discrimination or sufficient public interest to warrant a grant, but strict compliance with the order would work an unreasonable hardship." Partial grant—amount undisclosed—was made Aug. 28.

Chicago electronic plants are devoting about 25% of their production to military items, says Sept. 6 *New York Journal of Commerce* which notes that production of electronic equipment other than home TV-radio "is running at a record rate" in Chicago. Article quotes Motorola ex-v.p. Walter H. Stellner as saying 15-20% of firm's output is going into military production, but bulk of Motorola's defense orders won't be in production stage until late this year and first quarter of 1952.

Sperry Corp. reportedly has received $10,000,000 Navy contract for guided missiles, has formed subsidiary, Sperry-Farragut Corp., to fill order in new plant to be built by Govt. on 35-acre tract near Bristol, Tenn., to employ 1500.

Complete listings of 1500 radio-electronics manufacturers, with their products, feature September *Tele-Tech*, published by Caldwell-Clements Inc., 480 Lexington Ave., N. Y. How to get business from Army, Navy & Air Force is also described.

Industrial TV, despite its tremendous possibilities, isn't being fully exploited by industry or by standard TV equipment manufacturers, says article in September *Fortune Magazine*. Govt. agencies, it says, are principal users—in ordnance plants, arsenals, atomic installations, etc. In peacetime industry, *Fortune* states, only electric utilities have any sizeable number—about 100 installations. Only 11 other ITV set-ups are in existence in private industry, according to article—5 in steel industry, 2 each in auto and photographic industries, one each in coal and motion picture industries (Camera Vision Productions Inc., which rents TV-monitored film cameras to movie studios). Article says Diamond Power Specialty Co., Lancaster, O., "has been selling rings around everyone else in the industrial TV business" with its inexpensive "Utiliscope" system developed jointly with Capehart-Farnsworth engineers (Vol. 5:19, 36). The 100 power plant installations, worth some $400,000, were practically all supplied by Diamond Power, says article, which observes that DuMont, RCA, Remington-Rand combined haven't sold that many.

Texas oilmen W. L. Pickens of Dallas, R. L. Wheelock of Corsicana and H. H. Coffield of Rockland, who hit jackpot with their KEYL, San Antonio, recently sold to George Storer interests for $1,050,000 (Vol. 7:30), are applying now for uhf outlets in Dallas (Channel No. 23), Houston (No. 23), San Antonio (No. 35) in name of UHF Television Co. Same group also were principals in KPHO-TV, Phoenix (Vol. 5:26) but pulled out before it was built and sold. They're also associated in pre-freeze vhf applications for Corpus Christi and New Orleans—represented by Dallas law firm of Johnson, Bohannon, Prescott & Abney, whose Ross Bohannon, onetime G-man who won fame in Dillinger capture, handled past successful applications and grants. This week's batch of applications included another for Texas—from KGNC, Amarillo, seeking Channel 4. And Oklahoma City application for Channel 9, specifying 200 kw and 1551-ft. tower, plant to cost $1,350,000 was filed by Oklahoma Television Corp. (Vol. 7:35). Total application now on file: 441. [For details about this week's applications, see *TV Addenda 13-I* herewith; for list of all applicants to date, see *TV Factbook No. 13* plus *Addenda 13-A to 13-I.*]

Progress toward TV code of program standards (Vol. 7:25) was reported at Virginia Beach NARTB-TV board meeting Sept. 6-7, and program standards committee has called full NARTB-TV membership meeting in Chicago Oct. 19 to act on recommendations. Chairman Robert D. Swezey, WDSU-TV, reported that subcommittee on education, culture, children's programs and decency & decorum in production has prepared proposals under chairmanship of Davidson Taylor, NBC-TV; also that subcommittee on news, public events, religion and controversial issues under Harold Hough, WBAP-TV, is ready to report. First draft of advertising practices standards is about ready to be submitted by chairman Walter J. Damm, WTMJ-TV. The 3 subcommittees meet in Washington Oct. 2 to report to full program standards committee. Fourth subcommittee under Paul Raibourn, KTLA, is working on methods of securing standards observance.

NARTB now counts 68 of the 107 TV stations, plus 2 networks (DuMont & NBC) as members, these having joined in recent weeks: WABD, WDTV, WOR-TV, WEWS, WCPO-TV, WJIM-TV, WHBF-TV, KING-TV, KFMB-TV. *Chicago Tribune's* WGN & WGN-TV have also decided to join, WGN having pulled out of old NAB in 1941. At NARTB-TV board meeting this week, director Thad Brown Jr. was authorized to hire executive asst. TV group's income was reported within 95% of budget.

Applications for station construction in first quarter 1952 under NPA building control regulations are due Sept. 20 on form CMP-4C. NPA says it has issued all fourth quarter authorizations and allotments of materials, but hasn't yet released list of approved projects. Only 11% of the steel required by commercial construction applicants—including TV-radio—will be available in fourth quarter. However, those whose fourth quarter applications were rejected were urged to reapply for first quarter authorizations and allotments.

Filings in FCC's TV allocations proceedings have reached total of 252, with 128 of them covering Groups A-F (Maine to Maryland), balance on DuMont plan (Vol. 7:35). Statements, supporting FCC's allocation or offering alternatives, range from perfunctory to exhaustive. Commission staffmen maintain that "every scrap of paper is getting a thorough going over." Said one FCC attorney: "Personally, if I were on the 'outside' and I knew how this is being handled, I'd be satisfied that my client is getting a fairer shake then he would in an oral hearing. This thing has absolute priority."

New XELD-TV, Matamoros, Mexico, opposite Brownsville, Tex. (Vol. 7:31-34) got on air with 6-hour daily test patterns Sept. 4, mostly sponsored by TV distributors-dealers, plans by Sept. 15 to operate minimum of 2 evening & 2 daytime hours plus 2 hours test pattern daily. Manager Monte Kleban reports station's 536-ft. tower (700 ft. above average terrain) on Channel 7 is putting well over 7.5 mv/m into Brownsville, is being seen good 35-mi. radius. FCC has approved its affiliation (for kine-recording service) with CBS-TV, and it's adhering to U. S. standards entirely—for example, won't carry bullfights ("because they are banned in U. S."), hard liquor ads, religious solicitations or per-inquiry accounts. All shows are bi-lingual—none straight English or Spanish. Staff includes Bert Metcalf, program mgr.; Sherrill Edwards, commercial mgr.; Francisco Maza, chief engineer; Hinelda Garcia, traffic mgr.

Buenos Aires' LR3-TV, as first TV station in Argentina will be known, starts Oct. 17, operating on Channel 7 with 5-kw Federal transmitter having 45 kw ERP. Its licensee is Radio Belgrano y Primera Cadena, Argentine dc Broadcasting, S.A. The installation was sold by International Standard Electric Corp. (IT&T), which also sold 5-kw installation to Sao Paulo Radio Televisao, big Brazilian city's second outlet, due to start around Oct. 15 on Channel 5, call letters not yet issued. To participate in opening of Sao Paulo station, DuMont last week shipped its Telecruiser, TV studio on wheels.

Release of recent feature films to TV by Lippert Productions (Vol. 7:17) has prompted Screen Actors Guild to cancel its contract with producer Robert L. Lippert as of Nov. 3. Union charged that Lippert violated pact when he "sold for TV several theatrical feature pictures made after Aug. 1, 1948 without negotiating an agreement with the Guild for additional payment to actors for their TV rights." In pending negotiations for new contract with film industry, Guild is seeking outright ban on release to TV of films made after Aug. 1, 1948 until producers agree to negotiate formula to reimburse employes. Lippert made deal with Petrillo to pay 5% of his gross from TV into AFM royalty fund and to re-record music track on old films for TV. He sold 26 feature films to KTLA last June.

Educators planning State networks are making all-out pitch in effort to get more reserved channels out of FCC. New York was first with 11-station proposal, then Connecticut asked for 4. Now New Jersey is up in arms about fact FCC proposed to reserve no channels in State, says it wants to build 6 stations, is ready to construct "immediately" in New Brunswick. Similar proposals are under consideration in Pennsylvania, Wisconsin, Michigan. No proposal shows that money for construction is available now, though all indicate high hopes based on governors' assurances, etc.

Inspection of uhf station at Bridgeport and luncheon talk by FCC Chairman Coy Sept. 12, are part of Sept. 10-14 TV seminar RCA is conducting for more than 100 station engineers, plus consultants and attorneys; rest of sessions will be at Camden. Engineers will see new 850-856 mc setup for first time (Vol. 7:29). They'll also get special showing of RCA color in New York that evening.

More Sept. 1 sets-in-use reported since NBC Research's "census" of Aug. 1 (Vol. 7:35): Memphis 93,160, up 4160; Dallas-Fort Worth 129,564, up 3564; Omaha 83,928, up 3028; Utica 50,000, up 3000; Norfolk 75,312, up 2512; Greensboro 73,911, up 2211.

TV will be major topic, along with high-speed and color photography, at 70th semi-annual convention of Society of Motion Picture & Television Engineers, Hollywood-Roosevelt Hotel, Oct. 15-19.

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NPA APPROVES STATION BUILDING PROJECTS: NPA is allocating materials for construction and alteration of TV and radio stations in fourth quarter, despite extremely tight structural steel situation (Vol. 7:32,36).

The control agency broke its obstinate silence on its attitude toward TV-radio station construction with announcement at week's end that 10 TV projects and 3 radio stations, had received go-ahead and "certified check" for required steel, copper and aluminum. It was only a partial list; more are sure to follow. No list of rejected applications has been issued yet.

NBC was granted materials for 4 projects, to cost total of $652,000 (construction costs only, not including broadcast or studio equipment). Network got NPA blessing for construction of: new studio ($275,000), film projection studio ($108,000), remodeled studio ($40,000), all New York; new studio, Chicago ($229,000).

ABC got permission to build addition to San Francisco TV-radio studio at $600,000; WFIL-TV, Philadelphia, TV-radio facilities at $305,000; and WSYR-TV, Syracuse, TV studio at $26,790.

There's still mystery surrounding NPA's criteria for judging applications. From the first, officials have made clear they'd consider no applications from persons who don't have FCC grants. But on NPA's list was an OK for construction of $125,000 "TV tower near Summit, Pa." by WHUM, Reading, Pa. FCC has announced no grant to WHUM, seeking to build experimental uhf with 1050-ft. tower (see p. 2).

Also on NPA's list was approval of new "radio and TV studios" for KOMA, Oklahoma City, AM licensee which has applied for TV but has no TV grant. NPA also approved construction of uhf station atop Mt. Wilson, Cal., by John H. Poole, who asked FCC permission to move experimental KM2XAZ there from Long Beach (see p. 2).

Radio station approvals went to WMPA, Aberdeen, Miss., $17,784, and WOKE, Oak Ridge, Tenn., $3300, both of which hold CPs, and to WKOK, Sunbury, Pa., for construction of $10,450 tower. Two other broadcasters, Conant Broadcasting Co., Medford, Mass., and WFYC, Alma, Mich., were notified they're exempt under new building control regulations, since they require less than 2 tons of steel (Vol. 7:35).

UHF WINNING CONVERTS, DOUBTS FADING: Uhf stock got another hefty boost this week when more than 150 AM station engineers, consultants and attorneys got good look at its performance in Bridgeport -- and heard FCC chairman Wayne Coy deliver the most fervent affirmation of faith in uhf he has rendered to date.

Occasion was Sept. 12 uhf session of RCA's 5-day seminar, conducted for guests who inspected the RCA-NBC "guinea pig" installations (Vol.7:12,14-16 et seq), watched its operations on 529-535 mc & 850-856 mc. Seminar covered technical aspects of uhf -- transmitters, converters, antennas, propagation.

"You're going to have the surprise of your life," said Coy. "Uhf is not the lemon some people think it is." He pointed to uhf's relative freedom from some types of interference and to FCC's fond care in allocating uhf stations so as to

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eliminate or minimize many potential ills -- oscillator radiation, image and intermodulation interference, etc. He drew close attention to fact that primary service areas for uhf stations is expected to be as great as, if not greater than, for vhf.

Coy also favored taking proposed 200-kw ceiling off uhf. It's believed FCC would lift ceiling once it's sure tropospheric interference won't be too severe.

"I'm so sold on uhf," Coy averred, "that I'd like to see all TV go to uhf." This oft-repeated thought of his, which fellow commissioners rejected, stems from the demand of other services for vhf spectrum. These services were given TV's Channel 1, he said, but: "You haven't heard the last from them. They got the short end of the stick."

Session undoubtedly helped sell uhf to many dubious engineers. A number remarked that, while they would always prefer vhf if available, they would not shy away from uhf in markets yet to open, even if vhf & uhf are intermixed. Obviously, though, none relished job of building uhf audience from scratch in markets where pioneers have painfully nurtured vhf audiences to profitable size -- ripe for picking by vhf newcomers.

Much of RCA's big brass, from president Folsom down, was on hand to throw weight behind Coy's exhortation. Folsom foresaw 3000 stations and 50,000,000 sets eventually growing out of vhf-uhf expansion. Spirit of friendliness pervaded sessions -- with Coy and Folsom even joshing each other about their sorest spot, color.

"Our tests have proved," said v.p.-technical director Dr. C. B. Jolliffe, "that TV on uhf can be just as clear and stable as on vhf, and in some instances it is even better."

Results with 850-mc signals to date, to be described at Sept. 17 Philadelphia IRE meeting by RCA's Dr. George Brown, indicate following:

(1) With 40-kw ERP, median field intensity of at least 10,000 uv/m is obtained out to 5 miles.

(2) Tilting antenna downward 1.3 degrees increases signal 10 db out to 5 miles, decreases it beyond that, reduces tropospheric field 12 db at 100 miles.

* * * *

Next manufacturer planning uhf demonstrations in Bridgeport is Sarkes Tarzian, who will show new tuner to set-making customers Oct. 6.

NPA isn't standing in way of uhf experimentation. This week it gave Humboldt Grieg's WHUM, Reading, Pa., go-ahead on 1050-ft. tower to cost $125,000 (Vol. 7:33), even though FCC has not yet granted CP. NPA also granted uhf enthusiast John Poole permission to build on Mt. Wilson, moving his experimental station from Long Beach.

POST-FREEZE, HOW SOON & HOW MANY? Two years after FCC lifts freeze -- or sometime in 1954 -- fewer than 300 vhf & uhf stations on the air, out of potential of 2000?

Five years after end of freeze -- something over 500?

These figures may look conservative, at first blush, but they deserve careful study because they're first estimates from any manufacturer of transmitting and station equipment. They're from GE's Dr. W.R.G. Baker, v.p. in charge of electronics, speaking Sept. 10 before National Electronic Distributors Cleveland convention.

They add emphasis -- and more realism -- to plain facts of TV life we've stressed again and again: that it will take time, and plenty of it, before there's any sizeable number of new TV stations in operation, even if as now hoped formal act of lifting freeze occurs early next year (Vol. 7:36).

(Careful reading, incidentally, of our sizeup captioned "Mighty Few New Stations Before 1953" in last week's issue is urged; even at FCC, they will tell you it's reasonable and realistic appraisal and timetable.)

* * * *

Based on GE market research studies, Dr. Baker forecast that 2 years after freeze-lifting, possibly next spring, there should be minimum of 141 new vhf outlets on air (making total 248) plus minimum of 36 uhf stations. And in Dr. Baker's words:

"At the end of 5 years, I think we can look forward to a minimum of 343 vhf stations and 166 uhf stations or more than 500 stations in the United States. This

doesn't agree with many predictions ranging as high as 1500 transmitters in 5 years and I'll admit the estimates are conservative. If materials, including construction materials, should be in free supply, then these estimates could be quite low.

"You may consider these forecasts to be pessimistic. On the contrary, they are realistic, not based alone on what industry members think can be produced, as many surveys are."

How soon will non-TV areas get stations -- and open up new gold mines for set and parts manufacturers and merchandisers? This rule of thumb, said Dr. Baker, can give very rough idea:

"If a city is a good market area; if it is on the coaxial cable, or relay network, or within one microwave link of the cable; if it has only one applicant for permission to construct and operate the station, then, according to our market research experts, it has pretty good chance of getting on the air in next 2 years. If any one of these items is missing, it may be 5 years." [Editor's Note: Dr. Baker's 5-year prediction appears unduly pessimistic. All these conditions would rarely obtain, e.g., only one applicant in "good" market.]

"Happier side of the picture" is Dr. Baker's forecast that approximately 35,500,000 families will be within range of at least one TV station by end of 1955. "We believe," he said, "there will be 44,500,000 wired homes in 1955 or 14% more than in 1950. We believe that by the end of 1955, nearly 80% of these homes...will be within range... And there is a possibility that 9 out of 10 of those more than 35,000,000 families will own at least one TV receiver."

To parts & components distributors, this will mean gross annual business about $1 billion in 1955 -- more than triple 1950's gross of $320,000,000, and over twice as much as 1951's estimated $475,000,000, Dr. Baker said.

COMPATIBLE COLOR UP ANOTHER NOTCH: "Operation Lovebird," so called because lovebird act is one of most critical tests of a color system, continues to prove smash hit with more people who make TV tick -- the makers & merchandisers of TV receivers and the broadcasters, advertisers & agencies providing the programs for those receivers.

Enthusiasm for RCA's pictures -- and compatibility -- came from all quarters during all-week, thrice-daily showings in Radio City's Johnny Victor and Center theatres. Even those who have no special love for RCA-NBC attested to prime importance of compatibility and the high quality of RCA's images.

Quality of pictures seemed about same as during July showings (Vol. 7:28), with exception that more emphasis was placed on vivid (saturated) colors, presumably in answer to criticisms that colors were too pastel (Vol. 7:28).

Entertainment content of program has been enhanced, but George Burton's extraordinarily well-trained lovebirds, brought in from Coast for demonstrations, and singing & dancing turns by Nanette Fabray, are still top attractions.

To show black-&-white on color tube, extremely clever sequence had a secretary living drab life in monochrome, then flashing into color when she took "a trip to Havana, on one of those cruises," meeting outrageously-dressed Latin dancer.

Remote pickup from Merchant Marine Academy, Kings Point, L.I., some 12 miles away, featuring Marine drill team and cadet color bearers, came through well.

* * * *

From two of nation's biggest TV merchandisers -- Davega Stores' Jules Smith and Vim Stores' Max Kassover (about 40 outlets each) -- came indignant comments. Smith burst out in middle of demonstration: "CBS is still out of step. Somebody ought to show Coy a thing or two." Everyone laughed. Kassover's opinion: "This is the ultimate. I think it's a shame to keep this from the public. It's here now."

"Compatibility is very critical, we've found," said telecaster George Storer, whose WJBK-TV, Detroit, is scheduled to carry CBS's color football schedule (Vol. 7:35). He described how flock of complaints followed an experimental color-cast. "But what troubles some of us, regarding a compatible system," he said, "is the problem of mass producing tri-color tubes." RCA president Frank Folsom replied:

"We think we can mass produce them. When we had Mr. Coy out to Lancaster, a worker showed him a machine that exhausts 12 tubes an hour. Coy thought that

wasn't much. Then we showed him a machine, costing $400,000, which will be able to exhaust 200-300 per hour. It's just like the first RCA '630' model TV receiver. People said only 2 outfits could make a TV set in those days. Today, there must be 150 making them."

Cuba's Goar Mestre, operating CMQ-TV, Havana, and building 4 other stations, stated flatly: "Compatibility is basic. I can't see using a system that would make people buy additional devices."

* * * *

Showings continue next week, close down for a week, then resume with demonstrations for public. Network and large-screen tests are planned, dates undecided.

FCC is sending Wm. Boese, technical research chief, to RCA's Sept. 17 showing for benefit of NTSC's field-test Panel 16. On Sept. 26, RCA will have 4 Commission engineers -- Plummer, Allen, Boese, Chapin -- up to Lancaster for inspection of tri-color tube production. Choice of standards for field tests, as recommended by Panel 13, is expected to be approved by whole NTSC at Sept. 18 New York meeting.

Zenith's experimental colorcasts should offer one of best opportunities for field testing, since it's only vhf station (Channel 2) permitted to operate without restrictions on hours. FCC has limited RCA, Philco and Crosley to colorcasts during periods outside regular programming hours, because they're using commercial stations. DuMont, however, will be able to supply signals any time, when its New York uhf station gets going.

FCC's "open door" to compatible systems is probably more ajar than it has ever been. FCC Chairman Coy's good-natured exchange on color with Folsom, at Bridgeport uhf seminar (see p. 1), is an indication. Coy stood up for FCC's decision, but reiterated Commission would have preferred compatible system if it had been ready.

Congressional backing of compatible system is likely to grow as time for resubmission of system to Commission nears. For example, Rep. Charles Wolverton, ranking Republican on Interstate & Foreign Commerce Committee, attended Sept. 12 showing. He said: "We are now approaching that for which we have all striven. I never did think the RCA system was inferior."

* * * *

CBS-Columbia Inc. announced "mass production" of color sets began Sept. 6. President David Cogan reports $500 color-monochrome unit now coming off line at rate of 30-a-day, and "we expect to go up every week." He's still shooting for 300-a-day production, still "hoping for total of 25,000" by year's end, he says -- despite competitors' doubts company can make more than 2000-3000.

Sample display set is going to all distributors first, Cogan says. Thereafter, production will be channeled to areas with colorcasts. The $250 "slave" unit is due in about 60 days, with $400 color-monochrome set "before year's end."

DuMont announced "DuMatic" switch this week, a $19.95 adapter to get black-&-white from CBS colorcasts, says it can be installed in an hour. And Raytheon is reported planning $14.95 adapter and "slave" units. Other makers of such adapters, notably Philco, say demand has been negligible.

Personal Notes: Thomas H. Dawson returns to CBS-TV from Petry Co., where he has been TV director, to head up new separate CBS-TV Spot Sales, rep for WCBS-TV, WCAU-TV, KTSL, WTOP-TV, WBTV, KSL-TV, WAFM-TV; George R. Dunham Jr. continues as Eastern sales mgr., Sam Cook Digges as Chicago TV sales mgr. . . . Ben Feiner Jr., ex-MGM, returns to CBS Oct. 1 as executive TV producer under v.p. Harry Ackerman, Hollywood . . . James T. Maddigan promoted to ABC-TV news-special events director, succeeded as ABC-radio news director by Donald R. Coe . . . Ernest de la Ossa, NBC personnel director, named member of New York Regional Wage Stabilization Board . . . Frank Cooley, ex-farm program director, WHAS & WHAS-TV, Louisville, now adv.-information director, California Farm Bureau Federation, Berkeley . . . James C. Douglass has resigned as coordinator of TV-radio advertising of Colgate-Palmolive-Peet to become TV-radio v.p., Erwin, Wasey & Co., succeeding C. H. Cottington, resigned . . . Nat Wolff named Young & Rubicam v.p. in charge of TV-radio production under Edward W. Meade, v.p. & TV-radio director . . . David D. Polon named TV-radio v.p., R. T. O'Connell agency . . . Charles Harrell named production supervisor, TV-radio dept., Lennen & Mitchell . . . Sylvania Dowling, ex-Young & Rubicam, now TV copy supervisor, Sullivan, Stauffer, Colwell & Bayles.

Possible successor to Comr. Frieda Hennock is Atlanta lawyer and former Congresswoman Mrs. Helen Douglas Mankin, according to *Billboard's* Washington correspondent Ben Atlas. He says she's being pushed by India Edwards, Democratic National Committee vice chairman. However, consensus is that inside track is still held by Robert Bartley, House Speaker Sam Rayburn's nephew and assistant. Miss Hennock's appointment to New York Federal judgeship (Vol. 7:24 et seq) still hangs fire, no date set for hearing.

FIRST MILLION DOLLAR "TAKE" in history from any non-heavyweight prizefight was assured International Boxing Club as result of theatre TV, fight film royalties, and complete home TV-radio blackout of Sept. 12 Sugar Ray Robinson-Randy Turpin middleweight title match at New York's Polo Grounds (Vol. 7:36). Theatre TV network of 14 theatres in 11 cities enjoyed its biggest success to date, at prices ranging from $1.80 to $2.60. In Chicago, fans rioted and literally tore down the doors of Balaban & Katz' State-Lake theatre. All theatres were jammed to capacity, turned hundreds away. IBC took in $767,630 at Polo Grounds, with well over $250,000 assured from theatre-TV and film rights.

It's not likely that anguished cries of the TV set owners will disturb the honeymooning IBC-theatre couple. Reflecting ire of constituents, House Rules Committee met Sept. 14 to consider resolution (H. Res. 409) by Rep. L. Gary Clemente (D-N. Y.) calling for investigation of sports, specifically including boxing and "whether or not the people of the U. S. are being denied the viewing of boxing matches on TV by unreasonable restraint." Committee members were reported unanimous in their desire for such a probe; official vote is scheduled Tuesday. Senate also received resolution (S. Res. 208) from Sen. Robert C. Hendrickson (D-N. J.) calling on Justice Dept., FCC and FTC to prepare legislation to outlaw "limited telecasting of events of national interest." In Cleveland, the TV Owners and Viewers League, claiming membership of 300, announced "boycott" of local theatre which had shown the bout on its screen.

New taxes may become problem for theatres showing TV. State boxing commissions are eyeing the televised bouts longingly, and New Jersey's commission levied 5% tax on Walter Reade's St. James Theatre in Asbury Park on grounds telecast is similar to regular live fight. Theatre has refused to pay. And Philadelphia city councilman James O. Clark is asking city to levy $1500 annual tax on theatres showing exclusive telecasts.

Nation's theatre owners were urged to equip their theatres with TV equipment and to take leadership in the telecasting field by chairman Mitchell Wolfson, of Theatre Owners of America, whose Wometco circuit owns WTVJ, Miami. He said exclusive theatre telecasts won't be detrimental to home TV, and recommended that all theatre owners "who are qualified by public service and are financially able should apply to FCC for TV station licenses."

Network Accounts: Westinghouse-sponsored NCAA football schedule on NBC-TV (Vol. 7:36), starting Sept. 29, gets added touches with General Tire & Rubber Co. sponsoring *Ted Husing* on film in 15-min. pre-game show discussing outstanding games of day with top coaches, and National Carbon Co. (Prestone anti-freeze) presenting *Jimmy Powers* and other sportscasters in live post-game interviews of sports figures plus late scores. Agencies are D'Arcy Adv. & William Esty Co., respectively . . . General Foods Corp., Post Cereals Div., has signed *Roy Rogers* to 3-year TV-radio contract, and first of half-hour films will be shown Dec. 30 on NBC-TV, Sun. 6-6:30, taking over time being vacated by *Hopalong Cassidy* . . . General Cigar Co. (White Owl cigars) starts *Sports Spot* Oct. 3 on CBS-TV, Wed. for 15 min. following fights, thru Young & Rubicam . . . Longines-Wittnauer Watch Co., starting Sept. 24, presents *Chronoscope* 3 times weekly on CBS-TV, Mon.-Wed.-Fri. 11-11:15 p.m., thru Victor A. Bennett Co., N. Y. . . . B. T. Babbitt Inc. (Bab-O cleanser) completes list of sponsors of *Kate Smith Evening Hour* starting Sept. 19 on NBC-TV, Wed. 8-9; others are Reynolds Metals Co., Congoleum-Nairn and Norge Div., Borg-Warner Corp. . . . Lever Bros. (Surf, Spry, Pepsodent) start daily sponsorship Oct. 1 of *Hawkins Falls—Pop. 6200* on NBC-TV, Mon.-Fri. 5-5:15; heretofore has sponsored show 4 days a week . . . Derby Foods Inc. (Peter Pan peanut butter) starts *Sky King Theatre* Sept. 16 in place of *The Magic Slate* on NBC-TV, alt. Sun. 5:30-6, thru Needham, Louis & Brorby Inc. . . . Jene Sales Corp. (Jene home permanent) starts weekly sponsorship Sept. 27 of Thu. 10-10:30 period on ABC-TV, program to be announced, thru Rogers & Associates, Chicago . . . Old Gold's sponsorship of *Down You Go* starts Oct. 5 on DuMont, Fri. 9-9:30 . . . Premiere of live *Schlitz Playhouse of Stars* on CBS-TV, Fri. 9-10, is Oct. 5 with Helen Hayes and Franchot Tone starring . . . Jack Benny, though he's CBS contract star, will be star of *Gratitude*, play presented on Lucky Strike's *Robert Montgomery Presents* on NBC-TV, November date undecided as yet . . . Richfield Oil sponsored pickups of Japanese peace treaty conference last week on all San Francisco & Los Angeles stations and the one in San Diego, as it did Gen. MacArthur's San Francisco arrival, thru Hixson & Jorgensen Inc., Los Angeles . . . Max Gordon, big legitimate producer, branches into TV as producer of *Frank Sinatra Show* on CBS-TV starting Oct. 9, Tue. 8-9 (no sponsor announced), opposite Milton Berle's *Texaco Star Theatre*.

Station Accounts: Spot testing TV for possible expanded use: Nestle Co. (Nescafe), thru Sherman & Marquette, Chicago; Oil-Eye Corp., for new oil-level indicator for cars, on KSTP-TV & WTCN-TV, thru Firestone-Goodman Adv., Minneapolis; Ford Gum & Machine Co., for candy-coated ball gum sold thru dispensers, on WBEN-TV, thru Baldwin, Bowers & Strachan, Buffalo; Vitamin Corp. of America (Rybutol, Vitamin B complex pill), in Los Angeles & Chicago, thru Harry B. Cohen Adv., N. Y. . . . Major time sales reported by KTTV, Los Angeles: Thrifty Drug Stores (chain), 10½ hours weekly (movies, bowling, variety, etc.), thru Milton Weinberg Adv.; Sears Roebuck, *Dude Martin Show*, Western variety, Wed. 8:30-9, thru Mayers Co.; Land Title Insurance Co., *Melody Time*, musical, Tue. 8-8:30, thru Wm. W. Harvey Inc. . . . Schick of Canada (electric razor), using Detroit & Buffalo stations to reach contiguous Canadian audience, thru Harold F. Stanfield Ltd., Toronto . . . Tea Garden Products Co. (syrups) and Sperry Div. of General Mills (Sperry pancake mix) planning joint campaign via California-Arizona stations, thru BBDO & Knox Reeves Adv., San Francisco . . . Fidelity-Philadelphia Trust Co. again sponsoring *Great Music* on WPTZ, with Guy Marriner, lecturer, and guest artists, Sun. 10:30 . . . Among other advertisers reported using or preparing to use TV: Silver Skillet Brands (Silver Skillet corned beef hash), thru Frederick Asher Inc., Chicago; Donnelly Garment Co. (Nelly Don dresses), thru J. R. Flanagan Adv. Agcy., N. Y.; Simmons Slicing Knife Co. (cutlery products), thru Arthur R. MacDonald Inc., Chicago; California Central Airlines, thru Calkins & Holden, Carlock, McClinton & Smith, Los Angeles; Electric Deodorizer Corp. (Odor-Master electric deodorizer), thru Betteridge & Co., Detroit; Jacqueline Cochran Inc. (cosmetics), thru James P. Sawyer Inc., N. Y.; Sparks Products Co. (mechanical pencils), thru Marfree Adv. Corp., N. Y.; Ronzoni Macaroni Co. Inc. (spaghetti, macaroni), thru Emil Mogul Co., N. Y. (WJZ-TV); Seabrook Farms Co. (frozen foods), thru Hilton & Riggio, N. Y. (WJZ-TV); Eastern Wine Corp. (Chateau Martin wine), thru H. C. Morris & Co., N. Y. (WPIX).

What does public like most on TV? These are 10 top program types for August, rated by The Pulse Inc. for its multi-market Tele-Pulse: drama & mysteries 14.5, feature films 14.1, talent 14, boxing 13.7, comedy-variety 11.5, musical variety 10.6, comedy situation 10.4, westerns 9.7, news 9.7, quiz-audience participation 9.6.

Telecasting Notes: One sponsor buying 17¾ hours weekly on one station—that's report from KTTV, Los Angeles, where Thrifty Drug Stores chain has just added 10½ hours of programs, its budget now running about $16,000 a week (see also Station Accounts) . . . Apace with NBC-TV network plans to expand TV day to past midnight, also to start at 7 a.m. weekdays, its owned-&-managed stations are already widening schedules: WNBQ, Chicago, reports sale of 12-1:15 a.m., Mon.-thru-Fri., to Alan Industries, furniture & radio-appliance group, for feature movies —making station's total TV week 120 hours . . . Pittsburgh's WDTV now signing on at 9 a.m. daily . . . Actual church services in New York Catholic, Jewish & Protestant churches will be telecast Sundays, 10-11 p.m., on rotation basis, in series arranged by WPIX . . . One-hour operas start on NBC-TV Oct. 4, to be carried once monthly 11-12 midnight EST; other dates are Nov. 1, Dec. 6, Jan. 3, Feb. 7, March 6, April 3, May 1. NBC-TV also preparing 10-min. opera segments for Kate Smith shows . . . Shubert show properties, including many dramas, musicals, short sketches, reported up for sale for TV uses . . . Eastman Kodak estimates TV this year will use 300-350,000,000 feet of film, mostly black-&-white 16mm; it says 30% of all TV production is already on film, with proportion steadily increasing . . . NBC's 25th anniversary is celebrated Sept. 20 simultaneously with *New York Herald Tribune's* 75th, with all-star cast on NBC-TV between halves of newspaper's annual Fresh Air Fund football game—New York Giants vs. Los Angeles Rams from Polo Grounds. But game itself is to be carried only on theatre TV . . . Ad-packed special TV section of *Johnstown Tribune* Sept. 10 celebrates second anniversary of its WJAC-TV, notes growth of receivers in area from 22,000 as of July 1, 1950 to 103,000 as of Aug. 1, 1951 . . . Ultra-modern TV-radio center for *Kansas City Star's* WDAF & WDAF-TV will be completed by early spring or summer, floor space in present radio building being trebled to provide for expansion, including 40x60-ft. TV studio . . . San Antonio's KEYL, whose $1,050,000 sale to George Storer interests pends FCC approval (Vol. 7:30), joins CBS-TV Dec. 11 as exclusive affiliate . . . WJAC-TV, Johnstown, Pa., shifts representation to Katz Sept. 26, making it that firm's 17th; former rep was Headley-Reed . . . WCAU-TV, Philadelphia (Rate Card No. 7), raises base hour rate from $1200 to $1500, one-min. from $220 to $300; effective Sept. 16 . . . NBC-TV has leased Colonial Theatre, 1000-seat movie house at Broadway & 62nd St.

THIS ENCOMIUM from one of the keenest and ablest observers of show business, *Variety's* editor Abel Green, merits the attention of everyone concerned with TV. He puts into better words than most editorialists how "almost awesome in its potential" was the TV coverage of the Japanese peace treaty conference (Vol. 7:36). He titles his Sept. 12 editorial "The Eyes of the World." Pertinent portions:

"TV's historical closeup on the Japanese Peace Treaty proceedings from San Francisco this past week make the Kefauver, MacArthur and kindred 'shows' look like road companies. Here was a big-power, parliamentary procedure that was the real thing. It was impressive in its unfolding, and almost awesome in its potentials.

"Video's omnipotent spotlight on public officials or the gimlet eye on suspected criminals in recent months—already remarkable as milestones in the technological progress of the new medium—were quickly capped by the first transcontinental hookup. . . . It put power politics into sharp focus. It made Americans proud of our statesmanship. It spotlighted the hope that a world family of nations may yet be made to work. Just as it pinpointed a defeated aggressor swallowing its medicine, hoping to regain its economic position with dignity. And, above all, the iconoscope exposed the brashness and chicanery of the Soviet bloc for what it was—a dishonest, obstructive but shrewd enemy who knows that we know his game, and also knows that we know that we must go along playing that game until we are better equipped to play the only other game a militant power understands—a superior force of arms.

"All that General Sarnoff predicted about 'entertainment being but one segment of television' was never so fruitfully and dramatically depicted as via the proceedings from the San Francisco Memorial Hall. . . .

"Showfolk, hyper-attuned to the dramatic, are the first to be heard exclaiming that they are 'still amazed by the magic' of modern science development. TV's showcase of life, in all its manifestations, must remain a never-ending marvel. It may be added that TV's progress from the very beginning has been made more palatable under the aegis and flavoring of a show-wise treatment and presentation. . . ."

Next NBC affiliates convention set for Nov. 26 at Boca Raton (Fla.) Hotel & Club.

THEATRE-TV PROPONENTS are expected to ask FCC not to set technical standards for theatre telecasting —just to allocate frequencies. This appeared probable after meeting in New York Sept. 10 at which movie exhibitors and producers thrashed out strategy for hearing scheduled to start Nov. 26. They feel that standards—lines, fields, color systems, etc.—could best be settled among themselves, since no vast number of sets is involved as in home TV.

All are looking toward color as a natural for any theatre-TV system, but they're anxious not to bring current color dispute into FCC hearing. Film and theatre folk have their pro-CBS and pro-RCA factions—20th Century is already embarked on project involving CBS color and Swiss Eidophor projection system (Vol. 7:29). Others favor RCA system, feel that one of FCC's principal objections to it—complexity and high cost of equipment—isn't valid insofar as theatre TV is concerned, whether or not such objections are still valid for home sets.

Movie exhibitors and producers agreed to push for band of frequencies 360-mc wide to accommodate 6 "circuits," each composed of two 30-mc channels which would carry 10-mc video signal. Engineering committee, appointed to make further study and prepare technical testimony for presentation to FCC: Frank McIntosh & Andrew Ingles, representing Motion Picture Assn.; C. M. Jansky & Stuart Bailey, Theatre Owners of America; Earl Sponable, 20th Century-Fox; Paul Raibourn, Paramount; Frank Cahill Jr., Warner Bros.; David W. Atchely Jr., United Paramount Theatres.

Petition by 20th Century-Fox to broaden hearings to include possibility of theatre-TV operations on already-assigned industrial frequencies (Vol. 7:36) wasn't enthusiastically received by others at New York conference, but some expressed private opinions that idea will be good one to fall back on in event FCC refuses to allocate channels for exclusive use of theatres.

Benton bill hearings (Vol. 7:36) remain suspended, no date set for resumption. There's possibility Sen. Benton's proposals to establish 11-man TV-radio program advisory board and to foster subscription TV may not get further hearing this season, since Senate Interstate & Foreign Commerce Committee starts crime-communications hearing Sept. 19-20 and Senate is straining for Oct. 1 recess.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Mobilization Report
September 15, 1951

SHORTAGES ARE REAL, HERE FOR LONG RUN: It's a moot question when there will be real shortage of TV-radio receivers -- but there's no doubt about shortages of materials that go into them. And into other appliances.

The shortages are going to hit hard, and soon -- and grow worse through 1952.

With TV trade logjam broken, set manufacturers thinking in terms of higher output are going to bump against the metals ceiling. For it will be availability of metals -- copper wire, steel, aluminum -- rather than any shortages of components, that will limit most set makers' production in fourth quarter.

But components will be big stumbling-block in first quarter 1952 -- with tubes, transformers and coils due to be hardest-to-get items. Component production has been pretty good in third quarter; most set makers stocked up on them. But -- allotments of copper, steel and aluminum to parts makers were cut to the quick for fourth quarter -- and this should show up in form of parts shortages early in 1952.

Sharp drop in civilian tube production is inevitable. There's no pat solution to the nickel crisis (Vol. 7:36), and receiving tube industry will be living from hand to mouth -- depending on NPA spot assistance even for some military orders -- for many, many months to come.

* * * *

Shortage of hook-up wire will plague manufacturers during fourth quarter, may even be limiting factor in set production. NPA gave set makers CMP tickets for fourth-quarter copper at 54% of rate they used it in first-half 1950. This would be enough to make 850,000 sets or more -- if they could get the copper.

Trouble is, nobody expects the copper to be available. Strike took huge nick out of U.S. output, imports have fallen off, scrap copper industry is virtually shut down. With copper production considerably lower than govt. planners anticipated when they worked out the allotments, there's serious doubt whether set makers will be able to get anywhere near the full 54%.

Threatened new cutbacks in steel (chassis, brackets, etc.) before end of fourth quarter also have set makers worried. TV-radio manufacturers have been allotted steel at 60% of their first-half 1950 rate for fourth quarter (consumer durables as a whole got average of 58%). Any new cuts would be on top of this.

Aluminum is rationed to set makers at 48% of first-half 1950 rate. Most will have to use precious steel for items formerly made of aluminum. Inventories of materials left over from third quarter could mitigate situation to some extent -- for all manufacturers obviously haven't been using all the materials earmarked for them this quarter (see p. 9).

* * * *

That's the picture facing set manufacturers last 3 months of this year. How many sets can they make? NPA is sticking to its estimate of 940,000 TVs (Vol. 7:32), but we've heard some educated guesses as low as 700,000 from govt. people.

"Ridiculous" is comment of one NPA official on Drew Pearson's Sept. 9 broadcast prediction that strategic materials may soon be so tight that "all manufacture of TV sets may have to be stopped." Others at NPA pointed to the repeated statements by mobilization boss Charles E. Wilson and DPA-NPA chief Manly Fleischmann that the Govt. is determined to maintain healthy production of civilian goods.

Conservation measures, developed by industry at accelerated pace over last year, will become necessities in months ahead. Many of them are now being incorporated into current production. New Zenith sets use Rauland electrostatic-focus CR tube, said to save 2 lb. of copper per set as well as cobalt, nickel and aluminum. DuMont's self-focusing picture tube (Vol. 7:20-21,33-34) is now being shipped to set manufacturers; it eliminates need for focus magnet, coil and focus control.

"Standardization & simplification" are in discussion stage at policy-making

DPA. On distant horizon is possibility of regulations standardizing TV-radio components and limiting variety of models each set maker may produce. In advance of any such action, NPA officials assure us, set and component makers would be given opportunity to draw up their own set of rules.

* * * *

It will be nip and tuck whether transformers or receiving tubes are scarcest civilian electronic items next year. Transformer production will suffer seriously because of sharp cutbacks in copper allotments. And civilian tube production seems destined to do tailspin because of (1) serious shortage of nickel and (2) steadily increasing military demand for tubes.

There's no magic key to nickel snarl -- that's becoming increasingly apparent. At week's end there were signs that most critical sectors of tube industry would get some spot relief. But by the very nature of NPA's nickel allotment setup and complexity of tube industry itself, there can be no special overall ration of nickel to keep entire industry operating at hefty rate.

Severity of present situation was underscored in letter to NPA from RTMA president Glen McDaniel following special tube division meeting Sept. 11. Tube makers will have to start cutting production by mid-October unless there's special relief, McDaniel said. He made these points:

Receiving tube industry will be operating at "as low as 50% of its present rate of production" by Dec. 1, necessitating layoffs of as many as 15,000-18,000 employes, if there's no "immediate relief from present nickel allocation policies."

"Delays in meeting delivery schedules for military tubes will inevitably result... The lead time for obtaining new nickel is 2-5 months... A fair estimate of delays in military tube deliveries is 4-5 months."

Nickel conservation is paying off, McDaniel said, in production of more tubes from less nickel. Industry turned out "229,000,000 tubes in first 7 months of 1951 with only two-thirds of the nickel used to produce 191,000,000 tubes in the corresponding period of 1950."

When Senate raised its sights on military production this week it was, in effect, chalking up more cutbacks for civilian industry. It added $3 billion to arms bill after being told of "fantastic new weapons" including new electronically-guided pilotless bomber. Every such increase in appropriations for military procurement inevitably results in less material remaining for TV-radio and other consumer goods.

Mobilization Notes: Applications for CMP allotments of steel, copper and aluminum for first quarter 1952 must be filed with NPA by Oct. 1, but spokesmen for NPA's Electronics Div. urged manufacturers not to wait for deadline to submit them. Applicants who file after Oct. 1 deadline are liable to be short-changed on their material rations, since the division expects to base its allocations on the applications on hand shortly after the deadline date. Applications for fourth quarter allocations—as well as some for third quarter—are continuing to pour into Electronics Div., despite fact that deadlines passed long ago and materials have already been allotted.

All manufacturers of Class B (standard civilian-type) items, including TV-radios & appliances, must file form CMP-4B, except those whose requirements are so small they never have been required to file. An NPA official estimated that little more than half the nation's TV-radio manufacturers filed applications for fourth quarter allotments. He could give no explanation for large number of abstentions other than possibility that non-filing firms may have sufficient materials to take care of fourth quarter production.

* * * *

TV and radio broadcasters will get priorities to buy wire and cable under terms of new ruling now being drafted and slated for official NPA approval. Ruling probably will be in form of amendment to CMP Regulation 5, which governs maintenance, repair and operating (MRO) supplies. Much of the wire and cable required by broadcasters doesn't fall within definition of MRO, but is vital to operation of stations.

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Excellent roundup on "Film in the Future, as TV's Horizons Expand," by *Broadcasting Magazine's* Los Angeles correspondent Dave Glickman, is published in Sept. 10 edition—starting with premise: "Cross country microwave relay notwithstanding, film is expected to represent more than 65% of TV's future program total, with Hollywood as the major supply line." It states 75 independent TV production units in Hollywood are filming TV programs, reports on some (with sponsors), tells of plans of bigger movie producers and the TV networks to supply film programs. It quotes tycoon Louis B. Mayer, ex-MGM, as taking attitude that TV and movies must work together and saying: "We'll furnish the entertainment and talent, and TV will distribute it."

Cuban advertisers have greeted TV so enthusiastically, reports Circuito CMQ's Goar Mestre, that his CMQ-TV, Havana, is up to 50% of CMQ's billings, after only 8 months of operation. He expects figure to reach 80% by year's end, TV billings catching up with radio by mid-1952. Mestre says that 4 other stations under construction by his company (at Matanzas, Santa Clara, Camaguey, Santiago) should be on air by year's end, covering 80% of island's population. Plans include microwave relays feeding programs from Havana.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
September 15, 1951

TRADE FACTS & FIGURES LOOK BETTER: Business has picked up so nicely that you even hear talk again of TV shortages -- some brand-named producers forecasting tightened supplies of their product by December.

There's little doubt now that critical materials are getting scarcer, could spell eventual set shortages. But at moment supply is plentiful. And bargains are so great that customers are buying up cut-priced stock at very satisfactory rate now, while wholesalers and retailers are replenishing supplies.

Factory inventories took another nice dip week ending Sept. 7, RTMA reporting drop of some 33,000 to bring total down to 622,436, lowest since last June 8. Thus, downtrend noted since first week in August continues. Inventory figure reached peak of 768,766 as of Aug. 3 (Vol. 7:32).

TV output Sept. 7 week was 52,874 sets (1868 private label), as against the 55,273 week preceding (Vol. 7:36) -- but it should be noted this was Labor Day week, with its one day off and usual absenteeism.

Radio output dropped to 179,872 units (86,878 private label) from preceding week's 226,013, while factory inventory rose to 414,130 as of Sept. 7 from 383,604. The radios were: 105,631 home sets, 13,582 portables, 60,659 auto.

* * * *

It's good guess that accelerating sales during the 7 weeks since July's end have considerably reduced dealer stocks from the 900,000-1,150,000 counted as of Aug. 1 by Dun & Bradstreet (Vol. 7:35), and the 640,393 distributor inventory RTMA reports as of the end of July (vs. 633,077 at end of June).

Buoyant feelings are manifest throughout the trade, nearly everyone reporting public buying again. Only fear now seems to be that public may have lost confidence in prices -- especially now that big brands are officially cut-priced.

More comfortable balance between supply and demand seems well on way, result of (1) resurgence of buying, (2) restocking by wholesalers and retailers, though on more cautious scale than before, (3) controls-induced slowdown of production by the manufacturers, insuring against adding to over-supply (see p. 7).

* * * *

While brand-name manufacturers claim they're producing as many sets as materials will allow, it's evident from production figures that somebody isn't. Third quarter NPA regulations limit set makers to 70% of steel, 60% of copper, 50% of aluminum they used in "average quarter" of first-half 1950.

Taking conservation into consideration, govt. production planners have felt industry could produce TVs in this third quarter at about 70% of first-half 1950's rate. This would be total of 1,089,900 sets this quarter, or close to 85,000 sets a week. Thus, this quarter's first 10 weeks' production of 427,069 TVs is just about one-half the 846,000 sets that could have been produced for this period, in NPA officials' view of materials situation.

These figures are based on production of TVs and radios according to same mix as first-half 1950. Actually, many manufacturers cut down on TV during the trade slump, stepped up radio by using metals originally earmarked for TV.

* * * *

Jump from famine to feast again in matter of few weeks illustrates quick ups and downs of this industry. There's no gorging on the feast this year, though, and the profits aren't same.. Question is, will feast continue after inventories go?

Answer seems to be positive No. Quite aside from tightening supplies of raw materials and components, in which grey market has already reared its head, labor and materials costs aren't going down -- quite the contrary. End of cut prices very likely will be followed by price rises. Said one astute middle-sized manufacturer:

"The problem is to make money at the present prices. It is my opinion that

most manufacturers, once they are in an inventory position to justify it, will raise their prices so they can make money, and that by Oct. 15 we will have a higher price level in our industry on standard brands."

RISE & FALL OF FACTORY PRICES & SALES: Average prices of TVs were trending downward even before RCA and other big makers broke down lists last month (Vol. 7:33 et seq) in out-and-out effort to unload inventories. Best index is factory average. Most authoritative source shows 1949 average factory price per set was $189.55, going down to $181.70 for 1950.

Then, in January, while market still looked good, factory average jumped to $191.21, in February to $205.70. Then downtrend began: March $197.55, April $171.85, May $157.07, June $156.39. No figures for July or August are available yet.

These averages are illusory, in one respect, since they cover all models and it's well known that buyers have turned more and more to lower-priced tables, which would tend to bring average down. July-August cuts should reduce averages more.

It's also interesting to note changes in factory inventories during first 6 months of 1951. Year began, RTMA shows, with about 150,000 sets on hand at factories. In January, RTMA production figure was 645,716, whereas factory sales, according to our report, were 633,708 (valued at $126,908,218 at factory).

In February, output was 679,319, factory sales 612,799 ($126,053,787); March output 874,634, factory sales 718,986 ($142,035,675); April output 469,157, factory sales 285,498 ($49,061,450); May output 339,132, factory sales 241,790 ($39,987,-824); June output 326,542, factory sales 129,287 ($20,220,076).

Thus RTMA's reported 3,334,505 sets produced during first half of 1951 were offset by 2,622,068 sets sold at factories, a differential of 712,437. RTMA's inventory count at end of June was 723,309.

Topics & Trends of TV Trade: Television Shares Management Corp. once again "guesstimates" top TV producers and their probable output in article written by its researchers Edgar N. Greenebaum Jr. and John W. Edgerton for Sept. 17 special supplement to *Retailing Daily*. They pick first 10 companies to produce 3,780,000 sets, rest of industry 1,520,000—for industry total 5,300,000—giving individual figures that are bound once more to arouse the ire of some industry leaders. This time, though, they don't venture dollar volume, as they did for 1949 & 1950 (Vol. 5:45 & Vol. 6:8), nor do they attempt listing as many as 20 leaders, as formerly. Their "guesstimates":

	Estimated Units 1951	1950
RCA	700,000	950,000
Admiral	625,000	875,000
Philco	625,000	875,000
Emerson	400,000	550,000
General Electric	400,000	425,000
Motorola	400,000	660,000
Zenith	300,000	450,000
DuMont	130,000	240,000
Crosley	100,000	140,000
Hallicrafters	100,000	172,000
	3,780,000	5,337,000
Balance of Industry	1,520,000	2,163,000
TOTAL INDUSTRY	5,300,000	7,500,000

Note: The 1950 figures are considerably revised since they were "guesstimated" in advance in February 1950 (Vol 6:8), when rankings were forecast in this order: Admiral, RCA, Philco, Motorola, Zenith, Emerson, GE, DuMont, Tele-tone, Hallicrafters.

* * * *

Western Winter Market set for Feb. 4-8 in San Francisco's Western Merchandise Mart.

Zenith's 19 new TV models, shown distributors at Chicago convention Sept. 14-15, start with six 17-in. tables at (figures rounded) $230, $240, $250, $260, $270, $280. Six 17-in. consoles are $300, $310, $330, $350, $370, $380. Two 17-in. console combinations are $550 & $650. Sole 20-in. table is $300, with 20-in. consoles at $370, $400, $430, $460. Zenith accents radios, with 3 AC-DC models at $30, $32 & $40, each available in 5 colors. AC clock radios in 6 colors are $40 & $42. Portables are same as before—$40, $60, $61, $124.25. AM-FM tables are $55, $65, $85. Table combination is $100, and AM-FM console combinations are $260, $300, $330, $350.

Raytheon's Belmont is out with 4 new table TVs—16-in. at $200, 17-in. at $260, 20-in. at $280 & $290—along with uhf tuner installed at factory for $30, in field $40, and a color adapter costing $15 not installed. At same time, Belmont cut prices of eleven 17 & 20-in. sets in present line by $50 to $120, models now ranging from table at $230 to combination at $750. Prices include tax but not warranty, and slogan of new promotion campaign is "It's futurized."

Without cutting list prices, DuMont this week reduced by 10-15% prices of its TV sets to distributors, extending to entire line price cuts announced for 3 models last month. Currently purchased goods are guaranteed to Nov. 3 at present distributor price levels.

Tele King's new line comprises 14 models, all 17 & 20-in., featuring "Tele-tuner" for better fringe reception. Prices including excise tax range from $180 for 17-in. leatherette table to $420 for 20-in. limed oak console.

* * * *

Elected 1951-52 officers of National Electronic Distributors Assn. at close of Cleveland convention Sept. 13: Aaron Lippman, Newark, chairman; George Wedemeyer, Ann Arbor, Mich., president; W. D. Jenkins, Richmond, first v.p.; Byron C. Deadman, Green Bay, Wis., 2nd v.p.; Harry Stark, Minneapolis, secy.; H. E. Ruble, Dayton, treas.

RCA will cut off cooperative advertising funds from dealers whose ads mislead public about credit terms, says letter to distributors from ad manager Jack M. Williams. They're advised continued false retail ads involving Regulation W "may lead to very drastic regulations," possibly resulting in elimination of trade-in provisions. "At the very least," letter states, "stricter regulations might place a burden on the retailer of keeping meticulous records of every trade-in transaction, which would be available on demand for govt. scrutiny."

Following quickly on heels of Federal Reserve Board's interpretation of trade-in regulations (Vol. 7:36), Williams' letter hit at practice of advertising "no down payment," "no deposit," "no money down." It follows communication to all TV-radio & appliance manufacturers from NARDA president Mort Farr, urging them to monitor retailer ads and cut off co-op funds from dealers whose claims are misleading. "If we don't get together and clean this situation up, the job will be done for us," said Farr, "and many clean, legitimate retailers will be made to suffer for the abuses of which a relatively few are guilty."

* * * *

Trade Miscellany: Sylvania signs with IUE (CIO) for one year covering 4500 workers in 6 plants, contract retroactive to July 30 and providing wage boosts of 9 to 16 cents hourly plus cost-of-living adjustments . . . Capehart-Farnsworth TV division laid off 400 at Ft. Wayne factory Sept. 12 to "balance out inventories and accumulate materials" . . . Magnavox now building new 35,000 sq. ft. addition to plant at Ft. Wayne, costing $400,000 and giving total factory space of 315,000 sq. ft., warehouse 67,000 sq. ft. . . . Trav-Ler has purchased all capital stock of Telegraph Apparatus Co., Chicago, maker of telephone-telegraph and other electronic equipment and holder of about $5,000,000 in govt. contracts.

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Finest thing TV-radio industry does, at highest public relations level, wins well-merited kudos when American Trade Association Executives, at annual meeting in Chicago Sept. 17, presents NARTB & RTMA its Award of Merit for annual *Voice of Democracy* contest for high school students. Contest is underwritten jointly by the 2 associations as a non-commercial public service, has won praise of public officials and educators everywhere for "stimulating appreciation of the youth of America for the meaning of democracy and free speech." It's third they've won, others being that of American Public Relations Assn. in 1947 and Freedom Foundation in 1949. Award was accepted for RTMA by James D. Secrest, secy-gen. mgr., and for NARTB by Robert Richards, public relations chief, who conduct the contest.

Good Use of Good Idea

We're gratified—and we know KSD-TV and the *St. Louis Post-Dispatch* must be, too—that so many stations and newspapers have seen fit to publish localized prototypes of the full-page ad, which we reproduced from Aug. 5 edition of that newspaper with our Vol. 7:33, as a service to subscribers. We pointed it out as a fine example of a TV station's cooperation with local dealers and distributors toward helping them move inventory, and at same time good self-promotion for the station. If you missed this reprint, we have extra copies we'll be glad to furnish on request. It's still a good idea for others to emulate, particularly in special TV sections of newspapers now being prepared for publication.

Trade Personals: Dr. W. R. G. Baker, GE v.p. in charge of electronics div., named recipient of IRE Medal of Honor for his "early technical contributions to the radio transmitter art [and] his long sustained and effective leadership of Institute and industry engineering groups" . . . Ernest A. Marx, mgr., DuMont receiver sales, leaves Oct. 1 for month's tour of South American capitals, during which he will consult prospective distributors . . . Wm. P. Maginnis, ex-RCA Victor, named asst. v.p. in charge of manufacturing, Federal Telephone & Radio Corp. . . . John L. Ward, general mgr., electrical products div., Corning Glass, promoted to asst. controller, succeeded by John L. Hanigan, div. manufacturing mgr., who in turn is succeeded by Norman J. Vang . . . Wm. M. Nave, supt. of metal tube production at Owensboro, Ky., plant, named works mgr. of GE's new 150,000-sq. ft. tube plant in Anniston, Ala., due to open next March . . . Col. Myer Fried, USA retired, specialist in military & aviation electronics, engaged by RCA Service Co. as special advisor to P. B. Reed, v.p. in charge of govt. service div. . . . Ricardo Muniz has resigned as DuMont receiver manufacturing mgr. . . . Coleman London appointed mgr. of Westinghouse electronics service, supervising domestic and foreign field service personnel handling military and commercial equipment . . . Paul A. Hilton promoted to asst. mgr., New York branch, Crosley Distributing Corp . . . James Greer appointed sales training mgr., Motorola . . . John S. Lanahan named asst. Eastern states regional sales mgr., DuMont receiver div., will open office in Washington . . . Robert P. Thompson Jr., ex-Kierulff & Co., Motorola distributors, joins Packard-Bell as adv. mgr., succeeding George Oliver, now with Leo J. Meyberg Co. (RCA). . . . Wm. A. Cox, ex-president, C. M. B. Mfg Co. (TV tables), named v.p., Sentinel Television Sales Corp., Chicago . . . Henry J. Arbeiter, chief engineer, appointed v.p., Jerrold Electronics, Daniel J. McCarthy asst. secy-treas. . . . Fred D. Wilson, DuKane Corp. (formerly Operadio), appointed chairman of RTMA school equipment committee . . . Max W. Burrell, ex-sales mgr., named mgr. of new procurement div., Collins Radio, which consolidates former purchasing, expediting & procurement depts.

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Lowest sales report by Canadian RTMA thus far this year were July's, with only 323 TVs sold for $167,746, down 170 from June's 493 (Vol. 7:31). Inventory at month's end totaled 14,715. Table models under $400 list totaled 10, over $400 totaled 139. Consoles under $500 totaled 27, over $500 totaled 138. TV-phonos numbered 9. Toronto-Hamilton area took 52% of July sales, Niagara Peninsula 20%, Windsor (Detroit) 18%. First 7 months of 1951 cumulative unit sales were 20,393, valued at $11,174,964. Cumulative TV sales to July 31 were 58,216 valued at $27,451,547—43% in Windsor area, 35% in Toronto-Hamilton, 17% in Niagara Peninsula, 5% in other areas.

There's huge potential for tube replacement and set conversion sales among the more than 4,000,000 TVs two years old or older, in opinion of DuMont's CR tube sales chief Wm. C. Scales. Between 1946-49, some 2,030,000 sets with 10-in. tubes or smaller and 2,404,000 larger sizes (mainly 12½-in.) were sold, he told Cleveland National Electronics Distributors Assn. meeting this week. He noted trend to fewer picture tube types, said this simplification is step toward making replacement and conversion easier for servicemen.

Freak TV reception in TV-less Denver—stemming from troposphere, "sporadic E," etc.—is reported in Sept. 14 *Retailing Daily*. Mel Collier, of Collier Music Co., says he's picked up Detroit, Miami, Milwaukee, Cincinnati, Los Angeles, Kansas City. He once had Kansas City for "full hour," Los Angeles "over a considerable period of time."

TELECASTERS GET EXCESS PROFITS tax relief—all they asked for, possibly more—in Senate Finance Committee's version of House-passed revenue bill (H. R. 4475) which emerged from executive session this week, goes to full committee for final action Sept. 17, should pass Senate by end of week (in opinion of majority leader Sen. McFarland), then goes to conference with House.

Few new major benefits go to TV-radio manufacturers, except corporations that began operation after Jan. 1, 1946; they can now qualify under "growth formula" provisions enacted last year.

Most vital section pertaining to telecasters is provision allowing firms with combined TV-radio station operations to drop TV losses and TV capital investment in figuring EPT credits (Vol. 7:9, 21, 24, 30). Results will vary in individual cases, but over-all relief is expected to be greater than first anticipated by TV tax consultants.

Fort Industry Co.'s John B. Poole, spokesman for TV Broadcasters Tax Committee, said: "The Senators saw our problem, recognized it and have done a most fair and equitable job all around. It is very gratifying." Committee chairman George Storer wired all telecasters Sept. 14 that "substantial relief on matter of EPT has been provided" and credited much of the success to Mr. Poole, tax consultant Lovell B. Parker, CBS v.p. Earl Gammons, NBC v.p. Frank Russell, WGAL-TV president Clair McCollough. He urged wires to Senators to vote for the bill.

Other salient provision of Senate committee bill would allow companies deriving part of income from broadcasting and part from some other business (like newspaper publishing or manufacturing) to treat non-broadcasting businesses separately in computing EPT credits; they may figure the EPT on their TV-radio business as companies engaged solely in broadcasting.

Bill hikes corporate taxes from maximum of 47% to 52%, with ceiling on combined income-EPT taxes lifted from 62% to about 69%, makes EPT amendments effective retroactive to July 1950, thus opening way for refunds to some firms after they deduct TV losses in computing credit base; makes new corporate taxes retroactive to last April instead of House-approved Jan. 1, 1951.

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NBC-TV has bought old Vitaphone studios in Brooklyn from Warner Bros. for reported $500,000; single big stage will be converted to 3 smaller ones. It's second big NBC-TV deal with Warners, other having been purchase of 30-acre lot adjacent movie firm's Burbank, Cal., studios, now being converted for TV. NBC-TV has also leased New Amsterdam Theatre roof, taking over from WOR-TV, about to move into own new home (Vol. 7:35). NBC expansions are part of plan to begin TV day at 7 a.m.

Republic Pictures president Herbert J. Yates is quoted in Hollywood *Variety* as estimating potential profit of $10-$12,000,000 in next 3 years via leases to TV of films from its library, citing onetime use of 175 on KTTV (for $225,000) as starter; films being made available exclude Gene Autry and Roy Rogers items, now involved in litigation. Trade paper notes that, if Yates' estimate is correct, Republic will earn considerably more from TV alone next 3 years than present value of all its outstanding common stock, now totaling 1,818,000 shares selling recently at 4¼.

More details on Telemeter tests (Vol. 7:34), requested by FCC, have been supplied by Paramount Pictures Corp. Response included confidential patent information, said tests with coin-operated system, if authorized, will be conducted midnight-9 a.m. over Paramount's KTLA, Los Angeles, using slides, film, test pattern. Some 6 sets will be employed, all by Paramount personnel, no public showings. Paramount asks for 6 months' authorization; Commission action is expected in couple weeks.

Denver's Broadway Theatre (John Wolfberg), thanks to good offices of Colorado's Senator Johnson, definitely plans to show World Series on large screen in its 890-seat auditorium by tapping transcontinental TV circuit starting regular operation Sept. 28 (Vol. 7:36). Gene O'Fallon's KFEL is also planning closed-circuit showings via RCA chain he has acquired and already demonstrated at recent Hallicrafters distributor meeting; he proposes to use an auditorium. FCC advised Sen. Johnson it would interpose no objection to such showings in Denver, largest city without a TV station, provided arrangements can be made with AT&T and NBC-TV. Latter holds exclusive rights to Gillette-sponsored series, due to start first week in October (Vol. 7:36). Large-screen TV suppliers, notably RCA and General Precision Labs, have been consulting with various Denver theatre interests, presumably intending to be station applicants but stymied by freeze, which are also contacting networks for rights to carry sponsored as well as sustaining shows on regular basis pending end of freeze.

Second coaxial circuit into Birmingham and Atlanta started Sept. 12 with special Red Cross program, regular service beginning Sept. 17. Circuit comes from Memphis, via Jackson, Miss. Present single circuit to the 2 cities comes from Charlotte and Jacksonville. AT&T says no change regarding schedule for New Orleans and Miami—"late 1952" (Vol. 7:36). This week, AT&T applied for CP to build 19-hop relay from Kansas City to Dallas, estimated completion date as February, 1953. Up to now, AT&T has been quoting "second half of 1952" for link, including leg to San Antonio. Estimated cost is $6,200,000.

Even Iowa State College's WOI-TV, Ames (Des Moines) is "doing all right," though it was never designed to be profit maker. First full fiscal year ending June 30 resulted in $162,000 in revenues, while operating expenses ran $85,000. The $77,000 excess was applied to equipment. Station carries no local commercials, took in $6400 between July 1, 1950 and Nov. 1 when it began getting network service. At present rate, gross is indicated as $233,400 for present fiscal year. Station was built in latter 1949, began operating in February 1950 after other Des Moines interests shied away from then profitless TV; it had cooperation of industry, alumni, students—represents fruits of efforts largely of Manager Richard B. Hull.

Three applications for new uhf stations in Dallas, Houston and San Antonio, filed last week on behalf of Texas oilmen who own KEYL, San Antonio (Vol. 7:36), were suddenly withdrawn this week by Dallas counsel for UHF Television Co. without explanation to FCC. It's understood one of reasons was that agreement with George Storer interests for $1,050,000 sale of KEYL, now pending FCC approval (Vol. 7:30), included proviso same interests would not reapply for TV there. Same group also still has long-standing vhf applications still pending for Corpus Christi and New Orleans.

Two new-station applications were filed this week by WHTN, Huntington, W. Va. and KFBC, Cheyenne, Wyo., each seeking Channel 13. Latter is owned by Tracy McCracken interests, including *Wyoming Eagle* and *State Tribune* and other newspapers. [For further details about applicants, see *TV Addenda 13-J* herewith; for complete listing of all applicants to date, see *TV Factbook No. 13* plus *Addenda 13-A to 13-J.*]

TV set-owning families increased from 24% of U. S. total in January to 27% in July, reports Industrial Surveys Co., Chicago, on basis of its national consumer panel of 4200 families. Northeastern section of country has 45% of families TV-equipped, North Central 27%, Pacific Coast 26%, South 13%, Mountain & Southwest 10%. Only 7% of farm families have sets, while 53% of families in cities of 500,000 or more have them.

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AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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HEIGHTENING AGITATION OVER THEATRE TV: Will theatre TV's shaky alliance with the prize ring blow up in the faces of movie exhibitors? There were straws in the wind this week in wake of sensationally successful closed-circuit telecasts of Robinson-Turpin middleweight championship bout to 14 theatres in 11 cities (Vol. 7:37).

Resentment of TV set owners went to all-time high. Their letters to FCC, to Congressmen, TV stations and networks -- even to set manufacturers -- were almost without exception bitter and vitriolic. The gist: "We wuz robbed!"

Radio-owning fight fans were indignant, too. They insist blackout of radio in recent fights is unwarranted and unprecedented. Radio wasn't even permitted to broadcast any information on progress of Robinson-Turpin fight until it was over.

FCC received 100 or more particularly nasty letters, although it is without jurisdiction over such use of AT&T cable-microwave circuits.

Three resolutions before Congress call for investigations or legislation to ban or limit exclusive theatre telecasts of "public events". And Justice Dept. confirms that its anti-trust division is looking into the "exclusive" aspects.

Even inside film industry there's open criticism. Film Daily editorialized that TV-equipped theatres drive movie fans into opposition houses or (horrors!) even home to their TV sets on fight nights. Theatres are filled with fight fans, not movie fans, said Film Daily, "with demeanor and conduct in kind." Noisy, raucous crowds generally fled theatres after fight without waiting for film feature.

Authoritative Motion Picture Herald admonished theatre-TV promoters to look to greener fields. With a glance at the $1.80-$2.60 admission theatres had to charge to break even on Robinson-Turpin match, Sept. 22 editorial observed: "Major prize fights are already priced out of the regular theatre-goer's bracket."

Public relations, always important to movie industry, are at critical ebb at particularly bad time. Film folk right now are preparing case for theatre-TV channels before FCC hearing set for Nov. 26 (but likely to be postponed). Some think it was poor policy to stir up opposition which may burst forth at hearing.

As for Congress, suffice to say there's an election next year -- and many more voters own TV sets than movie houses.

Theatre folk may be playing with fire, too, in their romance with International Boxing Club. Movie palaces will be out of fight game if they're jilted by IBC. Sept. 19 Variety reports that IBC is "studying the possibility of feeding fight telecasts into the several stadia under its control."

Any such move, backed by Arena Managers Assn., which has already announced it wants exclusive fight telecasts (Vol. 7:36), would take boxing out of the theatre and into -- of all places -- the boxing arena.

* * * *

Seventeen theatres in 13 cities, largest network yet for exclusive theatre-TV, will carry Sandy Saddler-Willie Pep featherweight title bout from New York Polo Grounds Sept. 26. Theatres on network for first time will be Detroit's Michigan,

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Minneapolis' Radio City, Binghamton's Capitol, Pittsburgh's Stanley. As in case of Robinson-Turpin fight, IBC made theatre-TV rights contingent on theatres' guarantee of $200,000 for the fight films.

Theatres have also signed up 13 Eastern colleges for exclusive telecasts of some of their football games: Army, Penn State, North Carolina, Maryland, Colgate, Boston, Navy, Princeton, Pitt, Yale, Columbia, Fordham, Dartmouth. These are apart from NCAA-arranged schedule of telecasts via NBC-TV (Vol. 7:36). And 3 Notre Dame games -- with Indiana, Purdue, Iowa -- have been signed up by United Paramount for its theatres in Chicago, Detroit, Minneapolis. These games will also be made available to the Eastern theatre-TV network.

* * * *

Plan for permanent sports-sponsoring organization of TV set manufacturers is under study by RTMA sports committee under RCA v.p. Joseph Elliott. Committee will consider proposal to set up fund to buy sports events away from theatre TV through voluntary assessments based on set sales -- and already has been offered a 50-50 deal with one of telecasting's biggest sports sponsors.

But it's unlikely RTMA will undertake such a project -- more probable that any such joint-sponsorship setups will be formed outside RTMA, as was group of 8 major set makers who pooled to sponsor Walcott-Charles bout July 18 (Vol. 7:28-29).

ZENITH READY TO START FEE-TV SCRAMBLE: Zenith is about to petition FCC for hearing looking to establishment of Phonevision as regular commercial service. At week's end, word was that it would file for rule-making hearing next week -- thus opening way for first formal official consideration of principle of pay-as-you-look TV.

But keep this in mind: If Phonevision or any other system of fee-TV is ever authorized -- and there's no assurance that it will or will not be -- it's probably years from actuality as day-by-day service. Reasons are simple:

TV freeze is far and away FCC's first concern, and it can scarcely be melted before first of year (Vol. 7:36). Then theatre-TV hearing, set to begin Nov. 26, is going to be killer-diller -- furore following Robinson-Turpin bout is proof of that.

Theatre-TV hearing could generate as much heat as color fracas, even take as much time, though there's talk at Commission of assigning an examiner to that case, rather than hearing it en banc -- unusual for so important & controversial an issue.

If fee-TV hearing starts before mid-1952 it will be surprising. In any event, it shapes up as tug-of-war whose political pulling and hauling -- with movie industry so vitally involved -- may well make color business look like demure afternoon tea. As we pointed out (Vol. 7:34), you don't need a diagram to explain the central issue -- "to pay or not to pay." Engineering complexities can't obscure it, and several commissioners are openly doubtful about it.

At least 3 other projected subscription systems will be in with both feet -- Paramount's Telemeter, Skiatron's Subscriber-Vision, RCA's "mystery" system. And, although he's been quiet for several years, one Thomas E. Corbett, Briarcliff Manor, N.Y., once offered a metered-TV proposal that may turn up again.

What prompted Zenith to choose this moment to file is anyone's guess. Its publicity-wise president E.F. McDonald may have found catalyst in uproar currently generated by set-owning fight lovers enraged over absence of Robinson-Turpin match from their screens. Or it may be part of pitch to hang onto now-precious Channel 2, which he has been licensed to use experimentally for Phonevision for some years.

At any rate, Comdr. McDonald last week wired Congressmen, newspapers, all Zenith distributors, probably others, as follows:

"How can TV, now without a boxoffice, expect to compete for great events against the tremendous boxoffice that will exist when thousands of these theatres are equipped with theatre TV unless TV itself secures a boxoffice?

"Zenith is not opposed to theatre TV, but we are opposed to theatres monopolizing great events. Our only hope to keep great events on the air is some system of subscription TV -- whether or not it is Phonevision -- where the public can pay as they see."

NPA PRIORITIES FOR TV-RADIO PROJECTS: Telecasting and broadcasting are regarded as "indirect defense-supporting" industries -- hence the 13 station and network construction-alteration projects included in last week's first list of fourth quarter approvals by NPA (Vol. 7:37).

Despite extremely tight materials controls -- 83% of fourth quarter applications from all industries were denied -- the TV-radio projects got NPA go-ahead, along with allotments of steel, copper and aluminum. They succeeded because they made strong cases for essentiality in civil defense and as information media.

"Indirect defense-supporting" tag pinned on TV-radio grantees by NPA gave them priority over most other "commercial" construction applicants. Roughly, it put them third-from-top on NPA's 4-rung ladder of priorities. It's not very high, but it's long way from bottom -- and bottom-rung projects are being turned down.

This priority can be applied to any type of station alteration or construction -- from a complete commercial or experimental station to antenna towers, transmitter buildings or studio alterations.

But TV-radio projects can also be rejected, as forthcoming over-all list of some 2000 denials will show. Priority isn't automatic; applicant must prove case.

* * * *

In applying for permission to alter or construct, these are the points to stress -- they carry most weight:

(1) Essentiality of project to civil defense, public safety and welfare. If it's near military training base or big defense plants, make point of importance of station for information, defense and morale in this connection. If you're requesting alterations, explain exactly why they're important. Attach as many pertinent exhibits as possible -- NPA will base its action only on availability of materials and the information in your application.

(2) Reconstruction required as result of fire, flood, disaster or other circumstances beyond your control. Oklahoma City's KOMA (AM), for example, must vacate its present studios, hence got NPA's permission (and materials) to build new studios for both radio and TV.

(3) Amount of basic materials needed -- steel, copper, aluminum; the less the better. It's to your advantage to explain in detail how you propose to conserve building materials, cut corners to use least possible amounts of the 3 metals.

* * * *

You must have CP from FCC if you're applying to build new station or make alterations necessitated by changes in power, transmitter location, antenna height, etc. NPA insists that's No. 1 prerequisite -- despite its admitted error last week in approving construction of TV project which still pends before FCC.

Allotment of 46 tons of structural steel to Humboldt Grieg's WHUM, Reading, Pa., to begin construction of experimental uhf tower, was a mistake, says Stephen Burns, deputy director, NPA Construction Controls Div. (Error, incidentally, is direct result of NPA's rejection of FCC offer to confer on status of individual applicants and general TV-radio station criteria.) "Whoever approved that application evidently thought the station had an FCC license," said Mr. Burns.

Actually, FCC approval of WHUM's application isn't in the bag by any means, and Commission action may be delayed for some time -- Reading's WEEU having filed opposition (see p. 12). As for the 46 tons of steel, it's still allotted to WHUM.

Only other NPA authorization for uhf station went to John H. Poole's experimental KM2XAZ, which has FCC permit to move from Long Beach to Mt. Wilson, Cal.

Of 3784 applications for all types of fourth quarter construction, 2080 were denied, 458 approved, 848 found to be exempt from regulation. Only 152 of the approved projects -- and none of the denials -- have been identified so far. Rejected applicants may re-apply for first quarter construction and allotments.

Through first half of 1952, construction materials will be tight. Barring full-scale war or vastly accelerated rearmament, shortages should ease by time post-freeze TV construction rush is in full swing, probably 1953 (Vol. 7:36).

JOCKEYING FOR POST-FREEZE POSITION: Applicants looking beyond freeze and seeking vantage, as most are, pose a lot of questions -- few of them answerable as yet.

In intermixed vhf-uhf city, for example, how will Commission award channels when hearing victors are chosen -- who will get which? There's no policy yet, but you can be sure of at least two things:

(1) Uhf will be fostered by Commission, which will use the competition for channels to uhf's advantage where possible.

(2) FCC will seek to minimize number and length of hearings in every way it believes to be consistent with law.

Here's how one commissioner thinks about it, putting into words what others have said in part and implied:

"If a man wants a uhf channel, and there's no competition for it, I think he should get it without a hearing, regardless whether there's competition for the vhf channels in the city. I think the rest of the Commission will feel the same. I don't see why vhf and uhf should be thrown into the same pot.

"In competition for vhf, should we hold hearings on individual channels? I don't know. That's a tough one. Aside from legal complications, I wouldn't like to see applicants lining up and, in effect, making a partial determination of who will get the grants. I think we should have complete choice as to which are best.

"Yet you must remember our budget situation. We have only 7 examiners and aren't getting any more. Our staff is very limited. If jockeying for position seems to promise much quicker grants, perhaps that's what we'll have to permit."

We suggested: Perhaps "grass roots" campaign, now, might bring the needed funds from Congress?

"It would be ironic," said the commissioner, "if we should get funds through the efforts of the industry we regulate, when the House has rejected our request for appropriations to conduct monitoring for the defense effort."

Another commissioner favors "specified channel" type of hearing, believes it legal, proper, expeditious. Still others favor almost anything that will hasten growth of uhf -- but manifestly haven't thought deeply about modus operandi.

One more possibility being toyed with: If applicants outnumber channels in particular city, cut loose one or 2 uhf "flexibility" channels -- enough to go around -- and grant everyone. Who would get vhf, who uhf? "I don't know, but we could do it, and I think many applicants would accept what they got, and be glad to avoid a hearing and get a channel." Sounds possible -- in new markets.

Only thing sure: All the commissioners, having heard from Congress and the public, really are eager to end the freeze as quickly as possible, some now openly regretting delays caused by the color imbroglio.

When final decision is rendered, FCC may well call in applicants' attorneys and engineers for conferences to speed up hearing procedures. Commissioners regard last conference, which resulted in the "written hearing" procedures now in progress (Vol. 7:30), as most fruitful effort to end freeze yet undertaken.

TELECASTING COSTS UP, SO IS BUSINESS: Operating costs are mounting -- but business of telecasting is in such "good financial health" that even the conservative NARTB (National Assn. of Radio & Television Broadcasters) echoes our prediction that most TV stations will operate in the black for 1951 (Vol. 7:13,36).

"This would reverse the 1950 picture, when approximately 65% of the TV stations reported red-ink operation for the 12-month period," said NARTB's capable employer-employe relations chief Richard P. Doherty at Chicago meeting Sept. 18.

Until FCC's 1951 audit comes out next spring, no one can say what figures really are -- but fact is that TV time is selling like the proverbial hotcakes, that telecasting is probably the fastest growth industry in the land. Even the smaller-town stations among the 107 pre-freeze "pioneers" now report profitable operation, so it could be that "most" now means "nearly all".

Even in 1950, as matter of fact, 54 stations ended year in black, according to official FCC report (Vol. 7:13), although the industry as whole showed deficit of

$7,900,000 (before Federal taxes) as against $25,300,000 deficit in 1949 -- mainly due to network losses. FCC auditors reported more than half these 54 had net profit of $100,000 or more before taxes, while 8 stations earned more than $400,000 each.

All isn't gravy for the telecasters, however. Mr. Doherty's talk was based on his second annual TV cost study, just sent NARTB members, which covers 1950 operations. It starts by reporting "substantial and even remarkable increases" in individual station revenues. But it also notes total operating expenses per station have risen because of larger staffs, higher wages, added equipment, more hours on air, allocation of certain costs hitherto not charged to TV (presumably to radio).

Biggest expense item was payroll, averaging 50-60% of revenues, says report. Depreciation ran some 16-17% of total expenses. Film & minor unclassified programs averaged 13-14%. Report doesn't identify stations, nor disclose extent of sampling, but breaks stations down into 5 categories of operating costs ranging from $200,000 & below to $800,000 & above. Lower group averages 32 employes (2 part time) and weekly payroll of $2169; latter averages 152 workers (8 part time), payroll $15,875.

NARTB report conflicts with FCC's in that it says only 35% showed profit in 1950, FCC figures being before taxes. NARTB sample stations showed average per-station increase of 60% in revenues in 1950, or an average of $441,000 per station. Average operating cost per station was put at $532,000 -- so that operating ratio was 121% for full year of 1950 as against 197% for 1949.

IS TV LOSING ITS AUDIENCE? *New York Herald Tribune* Syndicate's caustic John Crosby thinks it is, and he blames "the freeze in ideas," which he calls "even more paralyzing than the FCC freeze." In Sept. 19 column he advises telecasters to heed signs of restiveness among set owners, and—yes—even the current wave of anti-TV jokes. Says Crosby:

"Just as did radio, TV is losing—or may already have irrevocably lost—the support of the most intelligent level of the American community, the most influential body of opinion in the country." As a result of stereotyped programming and avoidance of new ideas, "TV has earned for itself, in 5 years, a popular contempt which it took radio 20 years to win—if that's the word for it . . . TV is breaking the hearts of its own most able and imaginative creators—those who got into TV early, those who saw it as the greatest mass communications medium ever devised . . .

"Broadcasting has always been more afflicted with taboos than any other medium. Today the timidity has reached an all-time high. Virtually everything from pregnancy to freedom of religion is considered a controversial subject, leaving almost nothing except homicide as a fit topic to enter our homes. You can't hire a controversial figure, either, meaning anyone whose name has appeared in Red Channels. No one in broadcasting . . . will defend these taboos; all scrupulously observe them."

And *New York Times*' Jack Gould same day takes a swipe at those half-hour filmed commercials which he says are shaping TV into "America's flea circus."

"Fifty percent of the TV industry," he says, "is now ardently embracing the commercial commercial"—those long sales talks, minus entertainment, which advertise vitamin pills, hair oil, etc. These pitchmen, says Gould, "are a breathless and tireless band of recruits from medicine shows, carnivals and auction galleries," and names them as Sid Hassman, Richard Lewellyn, Charles Kasher, Paul Bedell and David Klein. "Their technique is simplicity itself: treat the customer as a consummate dope."

Baltimore ad agency, TV Advertising Associates Inc., is responsible for the epidemic, Gould says, observing that gen. mgr. Allen C. Kaye-Martin is "happily surprised by the advantages that come from the program not subject to the distractions of entertainment . . . Even in one-station towns, he doesn't hesitate to repeat films: 300 showings in 14 months has been one community's fate . . .

"Fifty-five video stations out of a total of 107, as well as 750 radio outlets, are playing host to the medicine men. WOR-TV is in its twentieth month showing the same half-hour commercial 3 times a week. WJZ-TV [is] just beginning. 'Our first network-owned station,' Mr. Kaye-Martin said, with a touch of pride."

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Neither press, radio nor TV has right to be in a courtroom, which "belongs to the litigants trying a case," said ex-Federal Judge Simon H. Rifkin in opposing telecasting of criminal trials and Congressional hearings on American Bar Assn. convention panel in New York Sept. 19. Columnist Marquis Childs was opposed to "hippodroming" as incentive to prosecutors to go all out for prominence rather than justice. But Rudolph Halley, ex-Kefauver committee counsel, backed TV by noting "sobering effect" it had on committee members and counsel during recent hearings. And *New York Times*' Jack Gould said it's better to use TV at real trial where justice is being dispensed than for gang operas and pseudo-crime thrillers.

Electromagnetic radiation bill (Vol. 7:8, et seq) was reported Sept. 19 by House Interstate & Foreign Commerce Committee with only 2 amendments to Senate-passed version (S. 537). First would bring Canal Zone under provisions, second increase punishment to $20,000 and/or 20 years for violations intended to harm U. S. There's little doubt Senate & House will agree quickly on measure, pass it. What bill would do is extend President's power over stations to other devices capable of emitting radiations of navigational use to enemy.

Govt. should buy TV-radio time for candidates for Federal office because of "frightening increase" in campaign costs. Thus Sen. Benton (D-Conn.) testified before Senate Elections subcommittee Sept. 14. Major parties would allocate time to their candidates, but minority parties would have to pay full rates if they poll less than 2% of vote. Sen. Benton would have stations continue offering free time and suggested FCC, in making grants, "give weight" to applicants proposing to offer free time.

Resumption of hearings on Benton bills (Vol. 7:36-37) is still not scheduled, and probability grows that they won't be concluded this session. NARTB says that when its turn comes to oppose bills—which propose setting up 11-man TV-radio program advisory board and encouraging box-office TV—testimony will be offered by station operators as well as headquarters spokesmen.

Personal Notes: Allen L. Haid reported succeeding late Ed Flanagan as mgr., WSPD & WSPD-TV, Toledo, transferring from WSAI, Cincinnati, where he will be replaced by Robert Kern, ex-WMMN, Fairmont, W. Va. . . . Jack Van Volkenburg and Howard S. Meighan, presidents of CBS-TV & Radio divisions, respectively, guests of honor at Washington reception Sept. 17 attended by govt. officials and by CBS chairman Paley, president Stanton & executive v.p. Ream . . . Martin N. Leeds promoted CBS-TV director of business affairs, Hollywood, as Kenneth L. Yourd transfers to New York to become CBS-Radio director of business affairs; Hollywood radio job taken over by John F. Meyers . . . Frank U. Fletcher has resigned as an FM member of NARTB board, having sold his interest in WARL & WARL-FM, Arlington, Va.; he practices law in Washington . . . Les Arries has resigned from DuMont Network executive staff . . . Harvey Marlowe appointed program mgr., WOR-TV, New York . . . Max Jacobson promoted to NBC-TV studio supervisor under operations supervisor R. R. Davis; Herbert DeGroot to newly created post of kinescope recording supervisor and John Schaller to TV training supervisor, both under technical operations supervisor F. A. Wankel . . . David Miller, v.p. & general counsel, Young & Rubicam, named TV-radio operations director; David Levy, v.p., named executive asst. to Everard W. Meade, v.p. & director of TV-radio dept., and Rodney W. Erickson named mgr. of contact service . . . Robert Peyson, ex-Kenyon & Eckhardt and CBS, named TV production supervisor, Grey Adv. . . . Gil Babbitt named TV-radio director, Feigenbaum Adv., Philadelphia . . . Jack Poppele, WOR-TV engineering v.p., named to advisory council, Upsala College, E. Orange, N. J. . . . Howard Lepple, ex-chief engineer of WLWD, Dayton, named engineering administrative asst. under v.p. R. J. Rockwell to coordinate TV plant and operations of 3 Crosley TV stations; he's succeeded at WLWD by Lester Sturgill, while Carl Bopp, WLWT chief engineer, leaves station to work on color TV at Crosley plant. J. M. McDonald named asst. technical director, all Crosley stations . . . Robert E. Kintner, ABC president, replaces Mark Woods, ex-ABC vice chairman, on the Advertising Council . . . Guilford S. Jamieson, former president, FCC Bar Assn., has joined William P. Smith in establishing law firm of Smith & Jamieson, Walker Bldg., Washington.

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Dr. Newbern Smith, chief of Bureau of Standards central radio propogation lab, named recipient of IRE's 1952 Harry Diamond Memorial Award for person in govt. service making outstanding contributions. Among 45 new fellows IRE board has named: S. J. Begun, Brush Development Co.; P. S. Christaldi, DuMont; Howard Post Corwith, Western Union; L. A. DeRosa, Federal; D. W. Epstein, R. S. Holmes, Harold B. Law, L. S. Nergaard & Louis Malter, RCA; R. N. Harmon, Westinghouse Radio Stations; John K. Hilliard, Altec Lansing; J. A. Ouimet, Canadian Broadcasting Corp.; Henry W. Parker, Sylvania; D. W. Pugsley, GE; H. H. Scott, Hermon Hosmer Scott Inc.; C. S. Szegho, Rauland; Russell H. Varian, Varian Associates.

Frank J. Elsner, 76, chief electrician at NBC's Center Theatre, died of heart attack while at his post Sept. 16 during *Colgate Comedy Hour*. During 40 minutes of program, show went on while 4 of his grieving electricians handled his light cues—at times reaching over his body to throw switches because it could not be moved until medical examiners arrived.

Second volume of *Best Television Plays of the Year: 1950-51*, edited by William I. Kaufman, NBC-TV casting director, due from Merlin Press in October.

Network Accounts: Block Drug Co. (Amm-i-dent tooth powder & paste) begins *Crime with Father* Oct. 5 on ABC-TV, Fri. 9-9:30; also resumes *Danger* Sept. 25 on CBS-TV, Tue. 10-10:30, thru Cecil & Presbrey, N. Y. . . . Aluminum Co. of America (Alcoa products) will present *See It Now* on CBS-TV, Sun. 5:30-6, starting date unnounced . . . S. C. Johnson & Son Inc. (wax products) starts *Garry Moore Evening Show* Oct. 18 on CBS-TV, alt. Thu. 8-8:30, thru Needham, Louis & Brorby, Chicago . . . Word of Life Fellowship Inc. (religious organization) starts new series of *Word of Life Songtime* Oct. 6 on ABC-TV, Sat. 11-11:30 p.m., thru Walter F. Bennett & Co., Philadelphia . . . Jene Sales Corp. (home permanent) new program starting Sept. 27 on ABC-TV, Thu. 10-10:30 (Vol. 7:37) is *Paul Dixon Show*, originating at WCPO-TV, Cincinnati . . . Grove Laboratories Inc. (Bromo Quinine Cold Tablets) reported readying alt. week sponsorship of *Tales of Tomorrow* on ABC-TV, Fri. 9:30-10, thru Gardner Adv., St. Louis; Jacques Kreisler Mfg. Corp. (men's jewelry) now sponsors alt. weeks . . . General Tire & Rubber Co., which sponsors *Ted Husing* on film before each Westinghouse-sponsored NCAA football game (Vol. 7:37), will also sponsor *Dizzy Dean* interviewing World Series players 15-min. before each series game on NBC-TV; agency is D'Arcy Adv., St. Louis.

Station Accounts: Philips Petroleum Corp. sponsoring film versions of Big 7 grid games on WDAF-TV, Kansas City, and other Midwest stations, Tue. nights . . . Miller Brewing Co. (beer) sponsoring Marty Glickman in *Giant Quarterback Huddle* on WOR-TV, New York, Wed. 7:30-8, thru Matthisson & Associates, Milwaukee . . . Buitoni Macaroni Corp. Oct. 1 resumes sponsoring *Clair Mann's Glamour Show* on WJZ-TV, New York, Mon. 2-2:15, thru Astral Adv., N. Y. . . . Quaker City Chocolate & Confectionery Co. buys *Good & Plenty Western Show*, dude cowboy Dave LaRue as m.c., Fri. 5:30-6 on WNAC-TV, Boston, thru Adrian Bauer Adv., Philadelphia . . . National Brewing Co. signs with WMAR-TV, Baltimore for third year, 52-week contract covering 3 programs, 13½ hours weekly, thru Owen & Chappell, N. Y. . . . Among other advertisers reported using or preparing to use TV: John W. Leavitt Co. (Teddie peanut butter, nuts), thru Chambers & Wiswell, Boston (WNAC-TV); Sunbeam Corp. (electrical appliances), thru Perrin-Paus Co., Chicago (WABD); Ralston Purina Co. (Rice Chex), thru Gardner Adv., N. Y. (WOR-TV); Elmira Filter Tip Corp. (cigarette holder), thru Wesley Associates, N. Y.; Mandee Fabrics Inc. (rayon & rayon acetate fabrics), thru William Wilbur Adv., N. Y.; New Mexico Tourist Bureau.

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Mounting costs of TV talent were pointed up this week when, with announcement that NBC has signed Ezio Pinza to exclusive 3-year contract, *New York Herald Tribune* reported his fee on TV shows built around him will run $5000 a show and his TV-radio guest appearances $2000 per. *Variety* says fees of $5000-$7000 are already being paid in network "battle for ratings"—Dinah Shore and Tony Martin each getting $5000 plus expenses and Margaret Truman $2500 plus expenses for recent appearance on Red Cross Shoes' *America Salutes Irving Berlin* on NBC-TV. Average in TV, says *Variety*, is $3000 for single guest shot. *Ross Reports* estimates over-all TV production costs will run $262,000,000 for 1951-52 year, which means production-talent bill will equal or exceed telecasters' probable time billings (Vol. 7:32, 36).

Novel request by XELD-TV, Matamoros, Mex., asks FCC for temporary use of 5-watt transmitter on 140.02 mc to transmit electrical impulses and voice from Brownsville, Tex., for purpose of synchronizing stations' diesel power generator with Brownsville current.

THE FCC's FIRST LOOK at RCA's latest color pictures may come in early October, since it probably will get invitation soon from RCA. Decision to pipe pictures to Washington—bringing them home to capital's big brass—came after RCA Chairman Sarnoff went to Washington Sept. 20, looked at signals sent from New York via coaxial and microwave, pronounced them "excellent—just as good as in New York."

Transcontinental transmission to Los Angeles and San Francisco is just as feasible, said Gen. Sarnoff. RCA is so satisfied with its New York showings (Vol. 7:36-37) and networking potential of its compatible color system that it plans 2 weeks of demonstrations in Washington, probably starting Oct. 3, carrying thrice-daily shows originated in New York. The 10 a.m. show will be telecast via WNBW, the 2 & 4 p.m. shows via closed circuit.

Invitations to FCC would be informal, not in nature of request for reopening color hearing which RCA and/or NTSC will seek after sufficient field-testing.

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Biggest color flurry of week came when Sept. 20 *New York Times* ran Wm. Laurence's excited story on tri-color tube built by his friend Dr. Ernest Lawrence. Dr. Lawrence had demonstrated tube in New York labs of Paramount Pictures, 50% owner of Chromatic Television Laboratories Inc., formed to develop and produce the tube. Story by *Times'* eminent science editor was followed by jump in Paramount stock from 27⅜ to 33⅜. It fell back to 30¼ at closing Sept. 21.

Other reporters clamored for look, got it. Consensus was that tube still has quite a ways to go.

Wm. Laurence attended RCA demonstration afternoon of same day, was asked how pictures compared with Lawrence tube results. He said: "The color I see here is far superior." But he believed it unfair to compare the two, since Lawrence tube was hand-made model, actually built in Dr. Lawrence's Berkeley, Cal., garage and flown to New York over weekend.

Wall St. Journal reporter wrote: "Newsmen were of the opinion that the color reproduced with the Paramount tube was not as good as that shown by either CBS or RCA . . . In some instances, the various hues had a 'washed out' look; in others they lacked sharpness and appeared to overrun each other. Flesh tints were unnatural, too." AP reporter's reactions were similar.

But all observers took into account fact that tube was hand-made, hurriedly set up. Actually, tube wasn't even sealed, was on pumps during demonstration. Signals used were closed-circuit, live, fed from field-sequential equipment purchased from DuMont.

Plans to manufacture tube at recently-acquired Stamford, Conn., plant were described by Paramount v.p. Paul Raibourn. He said that capacity will be 75-100,000 yearly; that 16 & 22-in. tubes to be made will run about $5 more than comparable black-&-white if mass-produced; that "limited number" of color-monochrome sets will also be made; that tube licenses will be offered to other manufacturers, some of whom have already approached Paramount.

Tube has single gun, 400 vertical lines of phosphors in glass plate (eventually on face plate), wire grid to direct electron beam to proper line. Paramount officials say brightness is about 15 ft.-lamberts, claim overall performance is "1000%" over early Lawrence tubes. It hasn't been used with RCA signals, but Paramount says it can be.

FCC and industry are being invited to showings of tube in near future.

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Field tests of compatible signals will get under way on several additional fronts, now that NTSC adopted, at Sept. 18 New York meeting, major recommendations of NTSC Panels 14 & 16—synchonization and standards. These standards include: 3.89-mc color subcarrier, color phase alternation (formerly called oscillating color sequence), constant luminance sampling. Minor, non-controversial standards are still to be set.

Among those to broadcast compatible signals: RCA, in New York and Washington; DuMont, Passaic and New York, latter with new 5-kw ERP 708-714 mc transmitter at WABD's present site and with portion of schedule microwaved from Hazeltine labs; Philco, Philadelphia; GE, Syracuse; Crosley, Cincinnati; Zenith, Chicago. Crosley, like Philco, has protested to FCC against limitation of colorcasts to periods outside regular commercial hours.

NTSC is shooting for completion of field tests by end of year, its chairman Dr. W. R. G. Baker (GE) reported to RTMA board this week.

FCC will join in on field tests, in a way, since it is building sets around 2 RCA tri-color tubes received at Laurel, Md. labs Sept. 14. Plans are to look at both CBS and RCA pictures.

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Status report on CBS color, delivered at Sept. 18 Washington Ad Club meeting by CBS Labs president Adrian Murphy, stressed this unusual point: CBS color is a stimulant to black-&-white sales now, since manufacturers can assure customers that they can buy now, confident that color "slave" unit may be added any time. CBS has advantage over RCA in that RCA says tri-color tubes won't be mass-produced for 2 years or so. Manufacturers are recognizing that "color can't be uninvented."

Additionally, Murphy reported that: (1) CBS would offer 20 hours of color weekly by October. (2) CBS has 7 color cameras on order. (3) CBS-Columbia has completed tooling, expects to reach production of several hundred color sets daily within next few months. (4) Eidophor-CBS theatre TV is now being tested in Zurich. (5) France appears ready to adopt CBS system. (6) Remington-Rand industrial color has been bought by U of Kansas, U of Chicago, Boston's Jordan-Marsh dept. store. (7) Drum-type color sets are planned for "future."

Nine-game color football schedule beginning Sept. 29 is to be fed to 11 stations, but at least 2—WTOP-TV, Washington, and WMAR-TV, Baltimore—plan to feed programs closed-circuit to receivers in auditoriums or halls rather than clear time on the air for the few color receivers yet available or adapters people might buy. Neither has yet chosen location. Other 9 affiliates CBS reports will carry its color football: WCBS-TV, New York; WCAU-TV, Philadelphia; WNAC-TV, Boston; WBKB, Chicago; WKRC-TV, Cincinnati; WHIO-TV, Dayton; WBNS-TV, Columbus; WJBK-TV, Detroit; WEWS, Cleveland.

CBS Affiliates Advisory Board has reelected I.R. (Ike) Lounsberry, WGR, Buffalo, as chairman. Richard Borel, WBNS, Columbus, was elected secretary, succeeding Arnold Schoen, WPRO, Providence, who continues to represent District 1. Other members: C. T. Lucy, WRVA, Richmond; Glenn Marshall, WMBR & WMBR-TV, Jacksonville; Howard Summerville, WWL, New Orleans; Harry Burke, KFAB, Omaha; Clyde Rembert, KRLD & KRLD-TV, Dallas; Clyde Coombs, KROY, Sacramento.

Acute CBS-TV Chicago dilemma, pending projected $6,000,000 purchase of Paramount's WBKB (Vol. 7:36), as reported by Chicago correspondent of *Billboard* (Sept. 22) after noting 22 programs constituting 17 hours a week now being piped to other networks from Chicago: "Columbia [continues] the big blank in Chi network programming. WBKB, local CBS outlet, is so busy making money on local shows it has no time to think about network originations."

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
September 22, 1951

DEEPER CUTS IN METALS FOR TV-RADIO: Fourth quarter materials allotments completed, NPA Electronics Div. took a look at its books this week and discovered TV-radio set makers' rations will be a little slimmer than they appeared last week (Vol. 7:37).

Here's how they average out on industry-wide basis: Set manufacturers will be limited to 58.5% of steel they used during average quarter of first half 1950 (vs. 60% reported last week), 52.6% copper (vs. 54%), 46.8% aluminum (vs. 48%).

And another copper cutback is due for fourth quarter, may be announced in next few days. Recent strike cost U.S. 30,000 tons -- about same amount used by the entire TV-radio industry in all of 1950. Over-all allotments were determined before walkout; therefore Govt. has allotted much more copper than will be available.

These alternatives face mobilization planners: Dig into stockpile, slash allotments, or both. Copper stockpile is already low, 25,000 lbs. having been withdrawn earlier this year. Burden of new cuts in fourth quarter allotments will be borne heavily by consumer durable industries.

HEALTHY TV TRADE AS INVENTORIES DROP: "Steady and healthy" just about sums up the upsurge in TV-radio trade at all levels -- with inventories going down as production creeps forward. One key dealer calls it "nice normal business," epitomizing what the trade press and other dealers as well as distributors & manufacturers are saying.

Renewed confidence is manifest on all hands that fourth quarter output and sales will be satisfactory, though by no means comparable to last year's.

Extent of dealer-inventory drop can only be conjectured, won't be known (and then only as of Sept. 1) until next Dun & Bradstreet report is issued at end of this month. RTMA's monthly distributor-inventory figure always lags month, too.

But factory inventories are reported weekly -- and latest, covering week after Labor Day, ending Sept. 14, showed drop of more than 61,000 units from preceding week to total of 560,044. On basis of reports how well cut-price sets have been moving from factories, and selling, it's entirely likely this drop will have been equalled or bettered this current week (ending Sept. 21).

The 61,000 drop was biggest since Aug. 24 report of 88,151 drop (Vol. 7:35). It's apparent the downtrend from Aug. 3 peak of 768,766 will continue.

Production of TVs rose to 62,738 (only 487 private label) for week ending Sept. 14, bring to just under 500,000 the total for 11 weeks of third quarter thus far reported -- and about 3,825,000 for year to date.

Third quarter should hit 600,000 or more, compared to roughly 1,850,000 in third quarter 1950. There are those who believe pace can only accelerate -- at least to limit of materials availability -- so that fourth quarter may well achieve NPA's informal estimate of 940,000 (Vol. 7:32) to bring year's total to about 5,000,000.

As against recent level of 50-60,000 sets per week, output ran thrice that rate this time last year.

Radio output for week was 222,406 (101,296 private label), up from 179,872 preceding week (Vol. 7:37). Factory inventory of 381,139 on Sept. 14 compared with 414,130 Sept. 7. Radios were 125,501 home sets, 19,840 portables, 77,065 auto.

ACTION IN MILITARY CONTRACT CRISIS: Military electronic contracts are by-passing most of TV-radio industry (Vol. 6:48-49; 7:3,10) even while materials cutbacks threaten body blow to industry kicked in face by summer buying slump. Serious dislocations have already resulted -- more are inevitable.

With these grim facts in mind, Defense Production Authority Sept. 21 set up joint Govt.-industry-labor electronics task group "to study the possibilities of placing additional defense work in mass production plants of electronics industry."

Employment has dropped 50% in TV-radio plants in Chicago and New York-Philadelphia areas since first half 1950, task group's first meeting was told, on basis

of "preliminary reports." If measured against fall 1950's peak employment, the dip would be far greater.

Where have the military orders gone, meanwhile? For first time, the Govt. reveals this distribution pattern of electronic prime contracts by dollar value:

Manufacturers who make only TV-radio sets have gotten 7%.

Old, established firms which did govt. electronic work in World War II got 65%. (Top 5 contractors then were Bendix, GE, RCA, Western Electric, Westinghouse.)

Old, established firms which are new to electronics industry, notably the aircraft and automotive manufacturers, got 21%.

New electronics firms, most of them especially set up to produce military equipment, got 7%.

Many military electronic items aren't suited to mass production techniques typical of TV-radio industry, task group agreed, because of "high degree of engineering required, fluidity of design, and high proportion of mechanical devices incorporated in the delivered equipment." In addition, large number of samples submitted to the military by TV-radio firms haven't come up to specifications.

Named to task group by DPA chief Manly Fleischmann: Edmund T. Morris Jr., chairman, DPA Electronics Production Board, and director of NPA Electronics Div.; Air Force Col. Leigh Hunt, Munitions Board; Emerson president Benjamin Abrams; Philco president William Balderston; M.F. Darling, IBEW-AFL, Chicago; Daniel Arnold, chairman, radio-TV conference board, IUE-CIO, Camden. They recommended:

(1) Military procurement services request prime contractors to place subcontracts in areas having surplus of facilities and labor for electronics production.

(2) TV-radio manufacturers be more aggressive in seeking subcontracts, working through armed forces regional councils.

(3) Defense agencies study existing contract loads, and spread orders more evenly throughout industry, provide suitable incentives to encourage prime contractors to farm out more of their work to subcontractors.

(4) Component manufacturers submit samples for testing by Armed Services Electronics Standards Agency (ASESA).

Meeting followed by few days RTMA's formation of "clearing house" to match prime contractors' needs with subcontractors' productive facilities (see p. 10).

Task of making accurate employment and production survey of the electronics industry was assigned labor representatives on group, who were also asked to submit fourth quarter estimate and complete list of Chicago & New York-Philadelphia firms.

If group does accomplish objective of spreading contracts throughout the industry, it will be year or more before results are noticeable -- because of time required for engineering and design, field testing, etc.

Trade Personals: John C. Weisert, ex-Scott v.p., special asst. since last February to asst. price stabilizer Edward F. Phelps Jr., has resigned from OPS to open Washington office for Magnavox . . . Ricardo Muniz, ex-mgr., DuMont receiver manufacturing div., named operations v.p., Trad Television Corp. . . . Morton M. Schwartz has resigned as gen. sales mgr., Tele-tone . . . A. Blumenkrantz, General Instrument Corp., succeeds R. E. Laux as a director of RTMA parts div. . . . Paul V. Batt, ex-Graybar, promoted to TV-radio sales mgr., RCA Victor Distribution Corp., Albany . . . Irving M. Sandberg named New York sales mgr., Stewart-Warner TV-radio div. . . . Herbert A. Bell, founder-president, Packard-Bell, honored at testimonial dinner in Santa Monica's Miramar this week, given by 80 company officials and distributors . . . Bendix Radio, Baltimore, reports these appointments: F. Donald Fenhagen, mgr. of adv.-public relations, succeeding Leo G. Sands, transferred to Detroit; Henry B. Yarbrough, mgr. of govt. sales, Walter C. Jager asst. mgr.; J. Walter Colvin, mgr. of Air Force sales; L. H. Jones, asst. mgr. of radio sales; James S. Wells, chief industrial engineer; Wolf Broehm, asst. factory mgr. . . . Dr. Thomas H. Morrin, Stanford Research Institute's electrical engineering chief, becomes head of all SRI engineering in new setup; Wm. E. Evans heads TV Group, Paul G. Bohlke heads Electron Tube Lab . . . Jack Frietsch, ex-mgr. at Dayton, named Crosley zone mgr., Cincinnati.

July TV shipments to dealers totaled 117,862, reports RTMA, making cumulative total of 2,588,816 shipped during 30-week period ending July 27 when distributor inventories were reported at 640,393 units. July shipment figure compares with 160,308 in June. Total production during July was 116,000 sets. Copies of RTMA county-by-county report, showing 7-month shipments to each county where 25 or more sets were sold during period, is available from RTMA, 1317 F St. NW, Washington.

Fair trade practice conference for TV-radio industry goes on Sept. 26-28 before Federal Trade Commission attorney Paul H. Butz, despite request of NARDA president Mort Farr for postponement of 2-4 weeks to give more time to study "dangerous" parts warranties practices which he said have mushroomed in industry last few weeks.

Topics & Trends of TV Trade: Upturn in production at Chicago TV-radio plants reflected by fact only 3000-4000 IBEW-AFL members now unemployed, as against 11,000 in July, reports Local 1031 president M. Frank Darling . . . Depths to which TV sales fell this summer indicated by Washington Electric Institute figures, showing July TV sales only 1663 units vs. 6274 in July 1950; but for first 7 months of this year total was 25,279 vs. 37,632 for same 1950 period . . . In New York, *Herald Tribune* survey of dept. stores showed August TV-radio sales down in 13 out of 16 stores, compared to August 1950; they reported drops ranging from 28% to 84%. Three had gains of 94%, 68% & 17% . . . Muntz hikes prices of 20-in. table from $170 to $200, consoles from $200 to $240 and $220 to $270; Harold W. Brown, executive v.p., reports 12,000 sets sold in August, compared with 7000 same month last year . . . Tech-Master reports 3 new custom-built 24-in. models . . . JFD Mfg. Co. offering "Tele-Plex," new coupler permitting up to 4 TV sets to operate from one antenna . . . Blonder-Tongue Laboratories, 38 N. Second Ave., Mt. Vernon, N. Y., offers new multiple distribution amplifier, says it can feed up to 200 TV sets . . . Another sign of improving times: Zenith's new Washington distributor, Simon Distributing Corp., reports 487 dealers attending preview of new line this week bought 5137 TV sets—exceeding allocation.

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TV set servicing problems are growing so acute that RTMA board has authorized employment of staff assistant to devote full time to work with distributors and dealers in coordinating activities looking to improved industry practices and policies. Crosley's John W. Craig, chairman of set division, will appoint special committee to study and recommend servicing policies. Latest effort to license servicemen and dealers, in Milwaukee, was defeated this week when NARDA group persuaded city council to kill proposed ordnance.

Emerson's line of 17 TV receivers is led by 17-in. table (Model 696) at $199.95 and 20-in. mahogany ensemble (No. 697) with swivel-action console base at $279.95. Also shown distributors last week end were 23 radios listing from $16.95 to $199.95. President Benjamin Abrams said distributor sales to dealers last few weeks have exceeded production "with the result that, keeping up with demand, distributors have reduced their inventories [and] we can now predict that within 3 weeks Emerson will be unable to fill the intensified demand for most models."

Packard-Bell has 31 models in new line introduced this week, starting with 17-in. table at $240, console $290, and 20-in. walnut console at $340. Also introduced was 24-in. with doors at $550 in mahogany, and $575 in oak, American Colonial or French Colonial. Console combinations are full-door 17-in. with AM-FM-3-speed at $475 in walnut or mahogany, $495 in oak or Provincial; 20-in. at $615 in walnut or mahogany, $640 in oak, American Colonial or French Provincial. Prices are generally lower than preceding line, low-end 17-in. table comparing with former $270 price.

Advertising Notes: Westinghouse's $700,000 budget to advertise its TV sponsorship of NCAA football schedule (Vol. 7:36), will be spent mostly on newspaper space in the 60 major cities where games are played . . . Belmont ad budget for new line of Raytheon TVs (Vol. 7:37) runs nearly $1,000,000, including John Cameron Swayze's radio series (NBC, Sun. 3:45-4 p.m.) and heavy schedules in consumer magazines . . . Majestic sponsoring 7 U of Illinois, 2 Michigan grid games on Chicago's WAAF (radio), with special merchandise tie-ins, including contest to locate oldest Majestic radios . . . NARDA president Mort Farr, dealer in Upper Darby, Pa., is m.c. of *Wit's End*, children's quiz show he sponsors Sun. 12:30-1 on WCAU-TV.

Mobilization Notes: To speed military electronic production and aid small manufacturers, RTMA has set up "clearing house" aimed at bringing prime contractors and potential subcontractors together. Recent survey by RTMA's Small Business Committee headed by Indiana Steel's A. D. Plamondon Jr. (Vol. 7:28, 34) provided master list indicating what prime contractors are in need of particular services and what subcontractors are in position to supply them.

As result of survey, 2 or 3 subcontracts have already been arranged, according to RTMA president Glen McDaniel. "Clearing house" will be especially helpful to the many manufacturers who haven't received govt. contracts and have been badly hit by TV sales slump and materials restrictions. Committee agreed to classify as "small business" all manufacturers who employ 750 or less and are not subsidiaries of firms employing more than 750. Some 72% of RTMA's 329 member companies fall within this definition.

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Special CMP instruction sheet for electronic equipment manufacturers has been drafted by NPA Electronics Div., to go out in few days to all electronics firms. Letter will give specific directions for filing first quarter CMP-4B forms, was prompted by large number of inadequate and incorrectly filled-out forms for third and fourth quarters. First quarter applications are due by Oct. 1. Late applicants for fourth quarter CMP allotments apparently are out of luck—for Electronics Div. has allotted its full quota of steel, copper and aluminum for last 3 months of this year.

New CMP "Class B" product list for fourth quarter—which is supposed to list all civilian type products and components with appropriate code number and industry divisions—reflects some changes on electronic product classifications. Added to list, assigned to Electronics Div., are color slave units, color adapters and converters, uhf converters and radio hardware. Intercom systems, assigned to Communication Equipment Div. for third quarter, Electronics Div. for fourth quarter, reverts to Communication Div. for first quarter 1952.

GRAY MARKET "has all but cornered" sizable portion of the dwindling free supply of a dozen critically needed materials, says House Small Business subcommittee on gray markets in report on nickel. Group headed by Sen. Blair Moody (D-Mich.) finds that nickel normally priced at 67¢ a pound has been selling for as much as $4.50 on gray market, where 40¢ scrap is selling as high as $2.75.

Report charges that: (1) "Pattern of nickel anode [for plating] distribution has crumbled under the pressure of war-born scarcity." (2) "Nickel anodes have been priced beyond the reach of small business men." (3) "Self-styled brokers, many of whom never saw a nickel anode until a few months ago, with no more than a telephone by way of business equipment . . . have all but taken over control of a substantial portion of those anodes not actually pinned down for specific uses by defense priority ratings." (4) "The value of nickel anodes has enhanced to the point where reports from the Chicago area . . . indicate that since Jan. 1 there have been 30 hijackings or warehouse thefts of nickel anodes by racketeers."

Small users of nickel are bearing disproportionate burden of nickel shortage, report holds, quoting from records of an alleged gray marketeer and testimony by GE small appliance division material manager George A. Williams to indicate that large firms such as GE are getting this nickel—principally because they're the only ones that can afford it. Subcommittee urged immediate "vigorous action" by OPS, NPA, Justice Dept. and Internal Revenue to nip racket in bud.

Financial & Trade Notes: Profits of 10 top TV-radio and electronics firms are subjected to scrutiny of IUE-CIO in officers' report to this week's Buffalo convention, with observation that their "enormous rate of return compares with 5% to 6% a year usual on preferred stocks, 3% on govt. bonds, and 2% on savings accounts." Compared with wages, report said, profits between first quarter 1950 and first quarter 1951 jumped $200,000,000, or 92%, while wages increased $162,000,000, or 39%, most of wage increase due to 25% increase in workers.

Electrical industry ranked 12th in profitability among 24 key industries in 1949, jumped to first by fourth quarter 1950 with return of 25.2%, said report. But in first quarter 1951 stockholders' returns had declined to 18.4%—in second place after rubber. Percentages of stockholders' profits were listed as follows: Admiral 101.9%, Motorola 74.6, RCA 32.2, GE 28.1, Philco 26.9, Emerson 26.7, Remington Rand 22.3, Sperry 19.6, Sylvania 19.1, Westinghouse 17.6.

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Aerovox sales for 6 months ended June 30 were $11,855,000 compared to $10,828,000 same 1950 period, president Wm. Owen reported to stockholders Sept. 15. Net earnings after all taxes were $500,178, or 70¢ a share on the 700,000 shares of common outstanding. Backlog of govt. orders continues to rise, he stated, and monthly shipments are holding fairly steady despite lack of TV business. TV slump has continued, Mr. Owen states, with "no real pickup as yet [but] some indications that there will be later this fall."

Short interest in TV-radio and related stocks on New York Stock Exchange showed these changes between Aug. 15 & Sept. 14, NYSE reported this week: **Admiral**, 35,586 shares on Aug. 15 to 33,492 on Sept. 14; **Avco**, 21,080 to 23,280; **Emerson**, 5848 to 5692; **GE**, 10,725 to 11,995; **IT&T**, 22,714 to 21,100; **Magnavox**, 15,623 to 13,190; **Motorola**, 15,332 to 15,603; **Philco**, 18,793 to 15,547; **RCA**, 31,896 to 34,860; **United Paramount Theatres**, 7895 to 8815; **Zenith**, 26,197 to 21,336.

Dividends: Motorola, 50¢ payable Oct. 15 to holders of record Sept. 28; Sparks-Withington, 10¢ payable Oct. 10 to holders Sept. 27 (paid 20¢ in Feb., 10¢ in 1950); IT&T, 15¢ payable Oct. 17 to holders Sept. 21; Corning Glass, 25¢ payable Sept. 29 to holders Sept. 22; Cornell-Dubilier, 10¢ (special) payable Sept. 28 to holders Sept. 21; Packard-Bell, 25¢ payable Oct. 25 to holders Oct. 10.

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Financial Miscellany: Cornell-Dubilier net will run close to $4.50 per share this year, compared with $3.96 last year, according to financial circles quoted in *Wall Street Journal* . . . **Dominion Electrohome Industries Ltd.** (Canada) reports net profit of $93,980 (94¢ a share) for year ended April 30, against $81,912 (82¢) preceding year . . . **I-T-E Circuit Breaker Co.**, says SEC report, earned net of $864,721 ($3.25 a share) first 6 months of 1950 on net sales of $21,149,098 . . . **Additional changes in holdings** of securities of their own corporations (Vol. 7:36) have been reported to N. Y. Stock Exchange as follows under regulations of SEC: D. S. Lenfesty sold 1200 shares Arvin industries, decreasing direct holdings to 1500; Richard E. Laux sold 1500 shares General Instrument Corp. in August, decreasing direct holdings to 100 . . . **Hoffman Radio** obtains regulation V-loan from Bank of America providing credits up to $6,500,000 to finance govt. contracts which president Leslie Hoffman says "presently total $60,000,000."

Britain's Radio Industry Council reports $28,547,000 worth of radio exports first 6 months of this year, 39.4% more than same period last year and 5 times value of highest full pre-war year.

Military recruiting services plan no regular TV sponsorships in fiscal 1952, though they may buy some spots. Pentagon recruiting officers claim "surveys show other media, like radio and newspapers, serve our purposes better than TV because of high TV rates." In recent testimony before Senate Appropriations Committee, Army spokesman Col. W. G. Caldwell reported that Army-Air Force in fiscal 1951 spent $260,000 for TV, $690,000 for radio, out of $5,300,000 ad budget. For each military dollar spent, he said, stations donated $10-$20. Navy-Marines don't buy time. Army-Air Force 1952 ad budget is $2,100,000, with $850,000 earmarked for radio and following already allocated: $434,000, *Frankie Lane Band* (CBS, 37 weeks); $254,000, *Bill Stern Sportscast* (NBC, 26 weeks); $81,000, *Game of the Week* (ABC, 7 college football games); $50,000, *Big Inning* (Liberty, 48 broadcasts).

NBC Spot Sales ad in trade press this week, captioned "Why your next 500-line ad should be on Television," notes that TV set circulation surpasses that of leading newspapers in nation's major markets: New York, 2,455,000 TVs as of Aug. 1 vs. leading paper's 2,197,518 circulation as of March 31; Los Angeles, 1,003,000 vs. 393,595; Chicago, 942,000 vs. 917,000; Philadelphia, 874,000 vs. 711,396; Boston, 754,000 vs. 565,641; Cleveland, 486,000 vs. 304,104; Washington, 278,000 vs. 265,684; Schenectady-Albany-Troy, 161,000 vs. 142,003 (3 papers). Ad also cites Hofstra study (Vol. 7:24), showing average family head, both TV-owners and non-owners, spends 49% more time watching TV than reading newspapers, TV-owning family heads spending 187% more on TV.

Planning to tap transcontinental TV circuit, 9 Denver area theatres have ordered General Precision Laboratory projection equipment, according to National Theatre Supply Co., GPL distributor. First installation is planned in John Wolfberg's Broadway Theatre (Vol. 7:37) in time for World Series. Trad TV has announced new direct projection theatre-TV system to sell for $7500. New unit, called Tradiovision, was used in St. James Theatre, Asbury Park, N. J., to receive last week's Robinson-Turpin bout. Paramount says it's turning out its intermediate-film theatre-TV units at rate of 10 a month, has designated Century Projector Corp. as sole sales agent.

NARTB baseball committee to serve as industry liaison with major and minor leagues was named last week by president Harold E. Fellows and includes these TV members: James Hanrahan, WEWS; Leslie C. Johnson, WHBF-TV; Clair R. McCollough, WGAL-TV & WDEL-TV; Lee B. Wailes, Fort Industry (WJBK-TV, WSPD-TV, WAGA-TV); Carleton D. Smith, NBC-TV; Otto Brandt, KING-TV. Radio members: Merrill Lindsay, WSOY, Decatur, Ill.; Paul Jonas, MBS; R. Sanford Guyer, WBTM, Danville, Va.; Harry McTigue, WINN, Louisville; Wm. B. McGrath, WHDH, Boston; Hugh Boice, WEMP, Milwaukee.

"Is Hollywood Through?" titles article by producer Samuel Goldwyn in current *Collier's*, in which he admits TV has hurt movies and will hurt even more. But he forecasts emergence of stronger, healthier and more profitable movie industry as it meets competition with better products, and sees "no reason whatsoever for hauling out the crying towel for Hollywood." Slump of "close to a quarter of a billion dollars" from the $1.5 billion public paid each year in 1946-47-48, he attributed not solely to TV but also to rising cost of living, too many bad pictures, etc.

More Sept 1 sets-in-use reported since NBC Research's "census" of Aug. 1 (Vol. 7:35): Boston 766, 492, up 12,492; St. Louis 306,000, up 6000; Baltimore 313,889, up 5889; Kansas City 132,784, up 5784; Syracuse 129,276, up 3276; Washington 281,125, up 3125; Johnstown 107,000, up 3000; Ames (Des Moines) 62,903, up 1903; New Orleans 61,231, up 1731; Milwaukee 257,607, up 6607.

Telecasting Notes: Ever-increasing number of top-name shows will be telecast "live" from Hollywood—though nothing like enough to rank that film center anywhere near New York as TV capital—after transcontinental TV circuits open for regular schedules (Vol. 7:35) . . . Coast-to-coast hookup was to be opened up part time Sun., Sept. 23, for Ed Sullivan's noon-to-midnight marathon, with big-name stars, on behalf of Crusade for Freedom—actually the first direct pickups from Hollywood and first use of transcontinental circuits for entertainment . . . Networks have divided time on single circuit available each way, which open at 11 p.m. Fri., Sept. 28, though big shows begin next night—NBC-TV piping its 8-11 p.m. *All-Star Revue, Show of Shows & Hit Parade* all the way . . . ABC-TV's "first" to go transcontinental will be Goodyear's *Paul Whiteman Revue* Sun., Sept. 30 . . . CBS-TV's "first" is Lucky Strike's *This Is Show Business* same night . . . From West to East, *Colgate Comedy Hour* picks up Eddie Cantor Sun., Sept. 30, on NBC-TV; American Vitamin's *Frosty Frolics* starts Wed., Oct. 3, on ABC-TV; Carnation's *Burns & Allen* starts Thu., Oct. 4, on CBS-TV . . . Oldsmobile's *CBS-TV News with Douglas Edwards* goes transcontinental Oct. 1 on Mon.-thru-Fri. basis, his regular 7:30-7:45 show being completely rewritten for 8-8:15 p.m. PST (11-11:15 EST) transmission to Coast . . . First Eastern telecast of West Coast football is scheduled for Dec. 1 when Notre Dame-U of Southern California game in Los Angeles is carried from Los Angeles via NBC-TV; sponsor is Westinghouse, but game is separate from its NCAA schedule (Vol. 7:36). Gillette sponsors Rose Bowl game on NBC-TV Jan. 1 . . . Pan American Television Corp., 127 So. Broadway, Los Angeles, offering some 1000 Spanish-language feature films to Latin American stations—president Frank Fouce, Los Angeles theatreman, estimating after return from trip there will be 36 stations operating in Central & South America within year . . . WTCN & WTCN-TV, Minneapolis, 50% owned by *St. Paul Dispatch* and *Pioneer Press* (Ridder), has purchased 45% interest in WEMP, Milwaukee, with Milwaukee theatreman Andrew Spheeris acquiring 4.5%, new stockholders agreeing to supply up to $200,000 for TV if WEMP gets grant; ex-Sen. Robert M. LaFollette and attorney Glenn D. Roberts remain in control of WEMP . . . UAW-CIO adds its voice to that of Assn. for Advancement of Colored People in protesting *Amos 'n' Andy* show on CBS-TV, wiring Blatz Sept. 20 to stop sponsorship because of alleged unfair portrayals of Negro race . . . WXEL, Cleveland, has leased downtown Esquire Theatre for conversion into studio-theatre . . . WGN-TV, Chicago, has completed new 250-ft. antenna near Roselle, Ill., will have Truscon tower ready for test transmissions Oct. 15 . . . WNHC-TV, New Haven, raises base hour rate as of Oct. 1 from $600 to $660, one-min. from $120 to $132 . . . KEYL, San Antonio, raises base hour rate Oct. 1 from $300 to $400, one-min. from $45 to $65.

"Foot in the door" is how WEEU, Reading, Pa., characterizes application of WHUM, Reading, to build uhf experimental station to radiate 200 kw from 1000-ft. tower (Vol. 7:33). In petitioning FCC Sept. 20 to deny or set application for hearing, WEEU contends that WHUM: (1) Doesn't have, and may not get, the $500,000 it proposes to spend. (2) Won't be doing anything of value to the art. (3) Misrepresented its ownership. (4) Would violate FCC's freeze policy. "Now that we are on the very eve of the 'freeze lifting,'" says WEEU, "it is an insult to one's intelligence to believe that WHUM intends to 'experiment' for the good of the industry at this late date." Last week, NPA created stir by announcing grant of steel for construction of the station (see p. 3).

Comr. Frieda Hennock's nomination to New York Federal judgship finally goes to hearing before closed session of Senate Judiciary Committee Thursday, Sept. 27.

Outlook for excess profits tax relief accorded telecasters (Vol. 7:37) in Senate committee's version of House-passed revenue bill (H.R. 4475) continued good this week. Bill goes to Senate vote next week, then to conference. Though Senators O'Mahoney (D-Wyo.) and Humphrey (D-Minn.) are seeking to boost corporate taxes and EPT, latter says he recognizes TV has special problems, plans no amendments to knock out EPT relief. Sen. O'Mahoney took a few swipes at profits of telecasters this week, but he hasn't yet proposed any amendments, and there's no indication of other opposition. TV Broadcasters Tax Committee sent all stations letter Sept. 21 explaining EPT provisions and probable effects.

Sponsorships of 1952 political conventions in Chicago look certain, though final decisions must yet be made by both Republican and Democratic national committees before networks are given formal go-ahead (Vol. 7:28, 30, 32). It's estimated TV-radio coverage will cost networks anywhere from $5,000,000 to $7,000,000. Publicity departments of parties right now are talking about spending about $1,000,000 each on TV-radio during campaign itself, as against the $700,000 Democrats spent in 1948 (only $15,000 for TV), $650,000 GOP (none for TV). "Code" for sponsorship has been drawn up—"looks good," says Democratic TV-radio director Kenneth Fry—and will be basis on which networks can sell time.

FCC reaffirmed approval of Atlanta deal, authorizing transfer of WSB-TV's Channel 8 to new local group while Gov. Cox's Atlanta Newspapers Inc. *(Journal* and *Constitution)* take over WCON-TV's Channel 2 (Vol. 7:32-33, 35). Comrs. Coy, Hyde & Hennock did not participate in decision (FCC Public Notice 51-949). Georgia's Congressional delegation had asked for hearing. Unless there's court appeal by either WGST or E. D. Rivers Jr. (WEAS, Decatur), who protested grant, new Broadcasting Inc., which paid $525,000 for WCON-TV facilities, plans to put station into commercial operation Oct. 1 as nation's 108th, using call letters WLTV, with William T. Lane as manager.

Sale of WLAV-TV, Grand Rapids, to Harry M. Bitner group (Vol. 7:19) was approved by FCC Sept. 19, and formal transfer takes place within 30 days. Call letters will be changed to WOOD-TV, purchasing group being operator of NBC radio outlet WOOD in same city. Seller Leonard Versluis retains WLAV, local ABC radio outlet. New manager will be Willard Schroeder, who also manages WOOD. New rep will be Katz. Channel 7 station was sold last May for net of $1,382,086.

First requests for oral presentation, in lieu of written, during FCC's continuing "paper" TV allocations hearing, are due Oct. 1. Cornell U (WHCU), Ithaca, N. Y., has already asked for oral presentation to back its proposal to add Channel 3 to Ithaca; it's the first. Most hearing parties are standing by, waiting for FCC's first decision on matter, ready to say "me too" in event of favorable action. To date, 449 statements have been filed in hearing, 102 of them this week. Nov. 26 is last filing date.

Sylvania got experimental uhf grant this week to operate on 509-529 mc and 870-890 mc in Emporium, Pa. with call letters KG2XDU (Vol. 7:9). But FCC denied request to use vhf Channel 7 there and to rebroadcast programs of WJAC-TV, Johnstown. Station will be remotely-controlled, carry test patterns and monoscopes, be used for testing tubes, circuits, propagation.

Two applications for new TV stations this week—by *Quincy* (Ill.) *Herald-Whig's* WGEM for Channel 10 and by KIEM, Eureka, Cal., for Channel 3—brought total pending to 442. [For details about these applications, see *TV Addenda 13-K* herewith; for complete listing of all applicants, see *TV Factbook No. 13* and Addenda to date.]

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CROSS-COUNTRY TV—AND 108th STATION: Not much fanfare surrounded formal opening at week's end of 2-way transcontinental network TV circuits on regular day-by-day basis -- partly because edge was taken off news by the Japanese peace treaty telecasts (Vol. 7:36), mainly because so few shows are as yet scheduled to be piped via the new microwave links either westward beyond Omaha or eastward from the Pacific Coast.

Fact is no sponsor ordered circuits for official opening day Sept. 28, and only a few were booked for Sat. & Sun., Sept. 29-30 (Vol. 7:38).

Though 2000-mile "line haul" from Omaha to Los Angeles via San Francisco adds contract cost of only 10¢ per mile per half hour ($200), sponsors are slow to expand their network shows because of added station time costs for Salt Lake City, San Francisco, Los Angeles, San Diego, the only new cities made available; and, more particularly, because 3-hour time differential means top shows staged at 8 or 9 p.m. in East must be seen in West at not-so-favorable 5 or 6 p.m. PST.

But end-of-month is another landmark for TV. It marks recrudescence of set sales everywhere (see p. 11), and the beginning of "national service" coincides with World Series, football, and "at home" season's usual lineup of super-dooper shows.

As if to point up paralyzing effect of FCC's new-station freeze, this Sunday, Sept. 30, is third anniversary of that technically-induced stymie. Freeze intended to last mere few months, now looks like it will go well into its fifth year (1953) before any appreciable number of new stations can be had (Vol. 7:37).

But we get 108th station on Sept. 30, at least. It's day Atlanta's WLTV goes into regular operation, first since Sept. 30, 1950, when Nashville's WSM-TV went on air as last pre-freeze grantee to fulfill terms of construction permit.

That left only one CP outstanding -- for Atlanta Constitution's WCON-TV. That newspaper merged with Atlanta Journal, already operating WSB-TV, so one outlet had to be dropped. Deal with local purchasers got FCC approval (Vol. 7:38), WSB-TV to assume CP holder's Channel 2 and the new WLTV taking over WSB-TV's Channel 8.

WLTV thus is Atlanta's third, nation's 108th station -- unless you count as the 108th XELD-TV, Matamoros, Mexico, opposite Brownsville, Tex. (Vol. 7:31), which got under way a bit earlier and which to all intents and purposes is an American program outlet, covering U.S. audience, operating in traditional American pattern.

THEATRE OWNERS GIRD FOR CHALLENGE OF TV: Theatre owners have big plans for TV -- now convinced, much sooner than were the newspapers after radio hove onto the scene, that "if we can't lick 'em, we must join 'em."

First shock of TV's admitted inroads on boxoffice has been followed by calm resolution to "take the offensive" by way of:

(1) Better pictures -- promised by Hollywood, to draw TV owners out of their living rooms and into the theatres.

(2) Theatre TV -- entertainment and "stage show" features as well as sports and public events to bring to the movie show the timeliness and on-the-spot aspects

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of the home TV set. (FCC, incidentally, this week postponed all-important hearing on theatre-TV frequencies from Nov. 26 to Feb. 25, 1952.)

(3) TV stations of their own -- theatre owners, as pillars of their local communities with their experience in "bringing visual entertainment to Main St.," to apply for local outlets.

(4) Use TV for promotion -- as potent ad medium to hypo theatre attendance.

* * * *

TV was omnipotent influence, primary topic of discussion, at this week's New York convention of powerful Theatre Owners of America. In the debates, speeches and reports, it was made clear that rank-and-file theatre owners don't intend to board up their houses and start selling TV sets along with candy, popcorn and soft drinks.

Their determination now is to hold the reins if and when electronics takes over the entertainment field. And importance they attach to TV was evidenced by the election of Mitchell Wolfson as TOA's new president. He's not only head of Florida's Wometco theatre chain but also owns WTVJ, Miami, one of the 3 (out of nation's 108) TV stations owned by theatre people -- others being Utica's WKTV and Chicago's WBKB.

Report of Wolfson's TV committee, officially adopted by convention, urged theatre owners to "embrace" TV, which was described as "just another way of doing what you have always been doing -- presenting live pictures for entertainment." Report stressed that "the 2 media can survive and prosper together," and strongly backed theatre ownership of telecasting stations and advertising of movies via TV.

* * * *

Theatre TV was perhaps liveliest topic at convention and trade show -- where displays by 4 manufacturers were among most popular exhibits. TV committee urged theatre owners to "take a long look at theatre TV, and adopt this splendid medium."

But theatre people realize they have tough public relations problem as result of agitation following exclusive theatre prizefights (Vol. 7:38). Convention delegates were told how to answer the accusations of irate set-owning sport fans.

"We're not taking anything away from anybody," is their argument. Instead, theatre TV is providing "added service" by presenting "events which the American people wouldn't otherwise see."

Discussion came on eve of latest in series of theatre-TV fight triumphs -- lightweight champion Sandy Saddler's massacre of Willie Pep, viewed by capacity crowds in 17 theatres in 13 cities Sept. 26.

But blackout of home TV-radio failed to hypo attendance at Polo Grounds bout. Scant 12,000 fans showed up -- far cry from crowd of more than 60,000 which filled same arena 2 weeks earlier for Robinson-Turpin match.

* * * *

Sporting events are only a starter for theatre TV, president Nathan Halpern of Theatre Network TV Inc. told convention. TNT's preoccupation with the boxing ring, he said, is only because sports are relatively easy to produce and most practical for present limited number of TV-equipped theatres.

TNT will test "various entertainment features" as soon as there are enough theatre installations to make it practical, Halpern promised. Trade press reports say Hollywood's Motion Picture Assn. is mulling proposal by TNT to pipe the annual Academy Award ceremonies to some 150 theatres next March.

Theatres which carried first 5 televised prizefights (up to and including Robinson-Turpin) are "near the break-even point," according to Halpern. Some, he added, actually made profit on fights. Combined theatre attendance for first 5 bouts was 142,616, out of combined capacity of 145,180 seats (Joe Louis-Jimmy Bivins bout being only poor drawing card), with estimated turn-away of 150,000 fans or more.

Some 28 theatres in 17 cities are now TV-equipped, Halpern said, and manufacturers report about 200 firm orders. [For details about theatre-TV equipment, prices, manufacturers, etc., see p. 10.]

* * * *

This formula for theatre-TV success was postulated by TOA board chairman Charles P. Skouras, president of Los Angeles' National Theatres chain: (1) Theatre-

TV proponents must produce own shows, sponsor own sports, etc. (2) All theatre telecasts must be in color. (3) Theatre TV must be regularly scheduled event, and should supplement films in same manner as stage shows and vaudeville.

RCA will show 9x12-ft. color theatre TV in New York soon (see p. 8).

MORE MAGIC ON ELECTRONICS HORIZON: RCA has 3 intriguing new electronics projects among its goals for next 5 years -- 2 in TV, one in home appliance field -- set up by chairman David Sarnoff as he celebrated his 45th year in radio.

Gen. Sarnoff offered the "challenges" to his scientists, engineers and executives during Sept. 27 ceremonies at RCA Princeton Laboratories, rechristened the "David Sarnoff Research Center." The projects:

(1) "Magnalux" -- an amplifier of light. "A true photo-amplifier that could produce bigger and brighter pictures in fine detail would greatly advance TV in the home. It is also needed for theatres and industrial purposes. The presently known optical systems cannot accomplish it. We can, of course, enlarge pictures optically, but in the process light is lost and the pictures become dimmer."

(2) "Videograph" -- TV tape recorder. "Today when a TV program is recorded, the pictures pass from the camera through a major portion of the TV system and first reproduce the picture on the face of a kinescope. Another and special camera placed in front of the kinescope photographs the program on motion picture film. But that technique is costly, time-consuming and limited. The pictures pass through all the possible hazards of the TV system, and then through all the photographic process with its possible degradations...The Videograph would be a new instrument that could reproduce TV programs from tape at any time, in the home or elsewhere, in much the same way as the present phonograph reproduces music..."

(3) "Electronair" -- home air-conditioner. "You have succeeded in throwing away the spinning wheels in TV, and I am sure you will also succeed in discarding the wheels and noise in air-conditioners."

Perfection of these devices would be unquestionable boon. TV industry has been chipping away at first 2 with little success -- early TV's complex magnifying mirrors and lenses for projection pictures having proved a commercial bust. Problem of tape recorder is how to get away from conventional techniques which would require tapes of tremendous widths traveling at fantastic speeds.

An electronic air-conditioner could conceivably give RCA edge in field it entered just this week, after moving towards it for some time under president Frank Folsom, whose forte is merchandising (Vol. 7:27). Through arrangement with Fedders-Quigan Corp., Buffalo, it will offer "RCA Victor" brand air-conditioners beginning January, 1952. Yet unpriced, they'll be window-type, 1/3, 1/2 & 3/4 hp.

Though Gen. Sarnoff mentioned no other home appliance projects in speech, engineers may well come up with host of imaginable new devices -- such as electronic refrigerators, cook stoves, furnaces, etc.

Gen. Sarnoff was also fascinated by electronics in solids -- semi-conductors such as germanium -- now finding exciting employment in the transistor (see p. 4). He anticipated wedding of atomic and electronic sciences: "Your brother scientists working in nuclear physics in our Laboratories have successfully derived electrical voltages from radioactive materials. This achievement -- still in its initial stages -- holds tremendous promise for the future."

Essentiality of electronics to the military was epitomized by Sarnoff's statement that RCA's 4000-tube electronic computer "Typhoon" has saved Govt. $250,-000,000 and years of time by simulating nearly 1000 test runs of guided missiles in last 10 months -- "before the missiles were actually built and flown."

Note: Exactly 45 years ago, Sept. 30, 1906, immigrant boy Sarnoff went to work as messenger for Marconi Wireless. This week, President Truman was among those who sent congratulations "on your 45 years of great achievements in the field of radio, television and electronics." The President's wire continued: "Through your leadership in American industrial life and in science you have contributed immensely to the growth of America and its pre-eminence in communications...I extend to you and your staff of scientists my warm good wishes for continued progress."

TRANSISTOR'S POTENTIAL FOR TV-RADIO? The tiny transistor has titillated imaginations of electronics engineers ever since Bell Labs announced its development 3 years ago -- but prospects of its direct use in TV & radio receivers seem slim for some time.

Yet the amazing substitute for the vacuum tube could find TV-radio use sooner than most think. Says Dr. Ralph Bown, Bell Labs research director: "It now operates at video frequencies. I wouldn't say it won't be used for TV, not at all."

Transistor's potential in electronics seems breath-taking, but TV manufacturers aren't holding their breaths over it. Everyone's excited about it, but most common expression heard is: "It's where vacuum tubes were 20 years ago." And many set makers remember how the great hopes for printed circuits in TV failed to materialize (Vol. 2:46). Printed circuits have scarcely been used in TV sets.

Transistor is a tiny speck of germanium touched by 2 or 3 "catwhisker" wires and imbedded in bead of plastic. It can replace tubes for number of purposes.

August Scientific American gives glowing report on device by Prof. Louis H. Ridenour, dean of U of Illinois' graduate school, currently on leave as chief scientist of Air Force. Conservative Bell Labs finds article a little too glowing, but here are advantages over conventional vacuum tubes cited by Prof. Ridenour:

(1) Power requirements: It may use one-millionth the power required by tube for same job. (2) Size: 2/1000-cu. in., compared with ⅛-cu. in. for the smallest subminiature tube. (3) Reliability: Theoretically, its life should be indefinite; early transistors have run 70,000 hours, several times as long as many vacuum tubes. (4) Lack of heat: Transistor produces almost none. (5) Resistance to shock and acceleration: Being solid unit, transistor stands tremendous impact.

Electronic devices just begging for those characteristics are innumerable: undersea & underground cables with built-in amplifiers which need never be touched; tiny, trouble-free airborne transmitter-receivers; almost infallible new proximity fuses; computers with hundred-times present complexity and a fraction of present breakdowns; and whole communications systems with negligible maintenance problems. Electronics editor Donald Fink envisions hearing aid with entire unit, battery and all, completely concealed in ear -- with battery life increased many fold.

Advantages for TV sets are obvious: smaller, lighter, cheaper, more reliable. And, because of low power drain, truly portable battery set may be near.

Asked if shortage of nickel for tubes might not hasten wider use of transistors, Dr. Bown said: "There are so many forces hastening it now that I don't think that would make any difference." Is supply of germanium adequate? "I know of no shortage in sight," he said. Eagle-Picher Co. produces almost all germanium, as zinc byproduct. Though cost seems very high, 37¢ a gram, speck needed in each transistor is so small that its cost is estimated at 5¢ per transistor. Germanium production in 1951 is estimated at 5-6000 lbs., with 15,000-lb. potential in all-out emergency. NPA says there's no shortage, but no surplus, either. Germanium is listed under materials "in approximate balance with essential demand."

Personal Notes: FCC Comr. Rosel Hyde due back Oct. 6 from vacation in home state of Idaho . . . Leslie Harris, NBC radio program director, joins Colgate-Palmolive-Peet Oct. 15 as director of TV-radio . . . Tom McAvity, ex-Famous Artists, recently CBS, named NBC-TV director of talent-program procurement, succeeding Carl M. Stanton, now director of commercial program planning . . . William B. Lewis, onetime CBS program v.p., wartime radio chief of OWI, elected president, Kenyon & Eckhardt, succeeding Dwight Mills, chairman . . . Louis Ames named program mgr., WPIX, New York, succeeding Warren Wade, resigned; Jack F. A. Flynn named administrative asst. to Ames . . . Van Beuren W. deVries promoted to mgr. of TV production, WMAL-TV, Washington . . . D. L. Provost named v.p. & director, Hearst Radio Inc., succeeding late Tom A. Brooks . . . C. Richard Evans, mgr. of KSL & KSL-TV, Salt Lake City, elected v.p. under executive v.p. Ivor Sharp . . . Robert B. Hanna, mgr. of WGY & WRGB, Schenectady, elected president of local Chamber of Commerce . . . Jack Hill named program-production mgr., WWJ-TV, Detroit, Kirk Knight being promoted to operations mgr. for TV-radio . . . Robert Brunton, ex-NBC, named gen. mgr., P. J. Rotondo Construction Co., designers-builders of TV and stage scenery . . . William G. Tice Jr., ex-American Metals Co., joins NBC Oct. 1 as mgr. of personnel, replacing Theodore M. Thompson, recalled to Army duty . . . Harry R. Lubcke, ex-Don Lee TV chief, announces consulting practice in TV engineering and electronics, 2443 Creston Way, Los Angeles . . . Andrew P. Jaeger, DuMont Network film director, has resigned to become v.p. & gen. mgr., Prockter Syndications International, headed by Paul White and organized to syndicate TV-radio and theatrical film shows.

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San Francisco schools expect no absenteeism during World Series next week, reports AP, for Supt. Herbert Clish has ordered TV sets placed in classrooms and turned on for games.

Count of TV Sets-in-Use by Cities

As of September 1, 1951

Estimates are sets within .1 Mv/m contours (60 mi.), excluding overlaps, as established by NBC Research.

ONLY some 716,600 TV sets-in-use in 10 areas with 13 stations were still outside the reach of network service when transcontinental relay circuits were first used in early September for coverage of Japanese treaty conference (Vol. 7:36). Though regular day-by-day 2-way transcontinental service didn't start until this week end (Sept. 29), listing below of sets-in-use includes Salt Lake City, San Francisco, Los Angeles, San Diego in "interconnected" table for sake of convenience.

As of Sept. 1, according to NBC Research's monthly "census", total sets-in-use reached 13,556,000, of which 12,839,400 in 52 areas (counting St. Paul-Minneapolis as one) are within network scope.

Sept. 1 figure is 284,300 more than the 13,271,700 of Aug. 1 (Vol. 7:35), which was only 183,100 above July 1 (Vol. 7:29), which was 319,300 above June 1 (Vol. 7:25)—indicating low summer ebb in set sales is gone and resumption of the rise, though not very great yet, began in August. September additions, not compiled until toward end of October, are expected to show bigger increases—very likely will bring national total near 14,000,000.

Increases even in the big cities during August weren't very startling: New York gained 35,000, San Francisco 23,000 (possibly in anticipation of peace conference), Chicago 18,000, Boston 12,000, Los Angeles 9000, Detroit 8000. These are the Sept. 1 figures by areas (consult individual stations for their estimates of number of families within respective service ranges):

Area	No. Stations	No. Sets
Interconnected Cities		
Ames (Des Moines)	1	62,900
Atlanta	3*	126,000
Baltimore	3	314,000
Binghamton	1	42,000
Birmingham	2	63,400
Bloomington, Ind.	1	17,400
Boston	2	766,000
Buffalo	1	214,000
Charlotte	1	86,400
Chicago	4	960,000
Cincinnati	3	269,000
Cleveland	3	494,000
Columbus	3	156,000
Davenport-Rock Island	2	62,300
Dayton	2	136,000
Detroit	3	534,000
Erie	1	51,500
Grand Rapids	1	79,600
Greensboro	1	73,900
Huntington	1	50,600
Indianapolis	1	154,000
Jacksonville	1	38,800
Johnstown	1	107,000
Kalamazoo	1	44,500
Kansas City	1	133,000
Lancaster	1	109,000
Lansing	1	60,000
Los Angeles	7	1,012,000
Louisville	2	97,500
Memphis	1	93,200
Milwaukee	1	258,000
Minneapolis-St. Paul	2	273,000
Nashville	1	37,000
New Haven	1	177,000
New York	7	2,490,000
Norfolk	1	75,300
Omaha	2	82,700
Philadelphia	3	883,000
Pittsburgh	1	312,000
Providence	1	162,000
Richmond	1	87,100
Rochester	1	88,100
Salt Lake City	2	51,500
San Diego	1	105,000
San Francisco	3	233,000
Schenectady	1	166,000
St. Louis	1	306,000
Syracuse	2	129,000
Toledo	1	107,000
Utica	1	50,000
Washington	4	281,000
Wilmington	1	77,700
Total Interconnected	95	12,839,400
Non-Interconnected Cities		
Albuquerque	1	9,600
Dallas	2	130,000
Fort Worth	1	
Houston	1	88,400
Miami	1	76,000
New Orleans	1	61,200
Oklahoma City	1	92,300
Phoenix	1	38,600
San Antonio	2	50,400
Seattle	1	92,600
Tulsa	1	77,500
Total Non-Interconnected	13	716,600
Total Interconnected and Non-Interconnected	108	13,556,000

* Third Atlanta station, WLTV, goes on air as of Sept. 30 (see story this issue).

Note: TV sets sold in Canada totaled 58,216 up to July 31, 1951, according to Canadian RTMA (Vol. 7:37). Since Canada has no stations of its own and nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U. S. cities. The CRTMA area count as of last July 31; Windsor, 24,768; Toronto-Hamilton, 20,712; Niagara Peninsula, 9644; other areas, 3092.

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Nielsen gives President Truman's speech at Japanese treaty conference in San Francisco Sept. 4, carried by 94 stations in 52 of nation's 62 TV areas and thus available to 94.7% of audience, a rating of 50.5% or 6,348,000 homes.

Network TV-Radio Billings

August 1951 and January-August 1951

(For July report, see *Television Digest*, Vol. 7:34)

NETWORK TV billings didn't quite catch up to network radio billings in August, despite prediction from NBC sources that they would (Vol. 7:36)—but there's little doubt about trend. August TV gross billings of combined networks totaled $9,302,071, as against not quite $9,000,000 in July (Vol. 7:34) and more than quadruple figure for August 1950. For 8 months Jan.-thru-Aug., total was $73,459,488.

Network radio billings totalled $11,804,161 in August, slightly ahead of July but down from $12,558,825 in August 1950. Cumulative network radio for first 8 months was $119,051,340 vs. $121,790,724 for same 1950 period. NBC & CBS showed increases over July, and only MBS showed increases over August 1950.

The Publishers Information Bureau figures:

NETWORK TELEVISION

	August 1951	August 1950	Jan.-Aug. 1951	Jan.-Aug. 1950
CBS	$ 3,734,551	$ 354,524	$ 24,238,538	$ 5,339,826
NBC	3,359,856	1,242,276	33,577,340	9,684,755
ABC	1,444,593	265,421	11,174,614	2,402,902
DuMont	763,071	*	4,468,996	*
Total	$ 9,302,071	$ 1,862,221	$ 73,459,488	$ 17,427,483

NETWORK RADIO

CBS	$ 4,455,528	$ 4,644,066	$ 48,106,085	$ 45,218,878
NBC	3,808,906	4,566,293	37,537,629	41,931,767
ABC	2,210,352	2,258,244	21,870,502	23,999,013
MBS	1,329,375	1,090,222	11,537,124	10,641,066
Total	$11,804,161	$12,558,825	$119,051,340	$121,790,724

* Figures for 1950 not available.

* * * *

Following are network TV and radio figures for January thru July, asterisks indicating revisions from previously reported PIB figures:

NETWORK TELEVISION

1951	ABC	CBS	DuM	NBC	Total
Jan.	$1,328,719*	$2,601,165*	$ 435,527	$4,187,222	$ 8,552,633
Feb.	1,254,851	2,600,339	406,079	3,949,360	8,210,629
March	1,539,470*	2,993,902	457,811	4,654,063*	9,645,246
April	1,432,319*	2,906,891*	574,025	4,758,309	9,671,544
May	1,385,901	3,066,249	622,646*	4,946,338	10,021,134
June	1,437,593*	2,900,782	564,478	4,244,240	9,147,093
July	1,351,168*	3,434,659	645,359	3,477,952*	8,909,138

NETWORK RADIO

1951	ABC	CBS	MBS	NBC	Total
Jan.	$3,099,418*	$6,849,462*	$1,542,887	$5,215,947	$16,707,714
Feb.	2,702,721*	6,111,346*	1,426,705	4,731,626	14,972,398
March	2,891,339	6,808,938*	1,648,006	5,085,636	16,433,919
April	2,930,183*	6,502,009*	1,539,801	4,897,882	15,919,875
May	2,996,143*	6,760,750*	1,510,818	5,329,752	16,597,463
June	2,720,268	6,216,255*	1,191,691	4,739,193	14,867,407
July	2,270,078*	4,401,797	1,347,841	3,728,687*	11,748,403

Note: These figures do not represent actual revenues to the networks, which do not supply them. They're compiled by PIB on basis of one-time network rates, or before frequency or cash discounts. Therefore, in terms of dollars actually paid to networks they may be inflated by as much as 40%. Figures are accepted by networks themselves, however, and by the industry generally, as a satisfactory index of comparisons and trends.

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Salary stabilization in telecasting and other entertainment fields will be discussed in closed conferences beginning Oct. 22 in New York by Salary Stabilization Board's 3-man talent committee (Vol. 7:35). The committee—Roy F. Hendrickson, chairman, Philip F. Siff, Neal Agnew—wants witnesses to offer ideas on how entertainers' pay may be stabilized on self-administering basis. Those who want to testify should apply to Joseph D. Cooper, executive director, SSB, room 1042, Federal Security Bldg. South, Washington 25.

NBC-TV now syndicating to stations daily 7½-min. newsreel on 16mm film, also weekly sportsreel, both fully scored with words and sound—thus going into direct competition with recent UP-20th Century-Fox and INS newsreel services. Service is headed by Francis C. McCall, director of TV news and special events.

Network Accounts: Curtis Publishing Co. *(Saturday Evening Post, Ladies Home Journal, Holiday)* Oct. 9 begins Martha Rountree-Larry Spivak *(Meet the Press)* show titled *Keep Posted* on DuMont, Tue. 8:30-9, thru BBDO . . . Penick & Ford (My-T-Fine desserts) and Corn Products Refining Co. (Mazola oil, Karo syrup, Niagara starch) sign for Thu. 12-12:15 and 12:15-12:30 segments, respectively, of *Ruth Lyons 50 Club* on NBC-TV, new Mon.-thru-Fri. show starting Oct. 1; agencies are BBDO and C. L. Miller, respectively . . . Rhodes Pharmacal Co. (pharmaceutical products) starts *The Clock* Oct. 17 on ABC-TV, Wed. 9:30-10, thru O'Neil, Larson & McMahon, Chicago . . . Procter & Gamble (Ivory Snow, Tide, Prell) starts *Red Skelton Show* from Hollywood Sept. 30 on coast-to-coast NBC-TV, Sun. 10-10:30, thru Benton & Bowles . . . Manhattan Soap Co. (Sweetheart soap) shares alt. week sponsorship with Miles Laboratories (Alka-Seltzer) of *One Man's Family* resuming Sept. 22 on NBC-TV, Sat. 7:30-8; agency for Manhattan is new Scheideler, Beck & Werner Inc., N. Y., for Miles it's Wade Adv., Chicago . . . Billy Graham Evangelistic Assn. Inc. will sponsor *Hour of Decision* starting Sept. 30 on ABC-TV, Sun. 10-10:30, thru Walter F. Bennett & Co., Chicago . . . Drugstore TV Productions replaces *Cavalcade of Bands* with *Cosmopolitan Theatre* Oct. 2 on DuMont, Tue. 9-10, thru Product Adv. Corp., N. Y. . . . Bristol-Myers (Ipana) on Oct. 6 starts sponsorship of 11-11:15 segment of *Foodini the Great* on ABC-TV, Sat. 11-11:30 a.m. . . . Chesterfield's sponsorship of *Bob Hope* starts Oct. 14, rotating with other comics on NBC-TV, Sun. 7-7:30.

Station Accounts: Republic Aviation buys 39 one-min. announcements on WABD, New York, to recruit factory personnel, thru Deutsch & Shea, N. Y. . . . Riggs-Warfield-Rolonson Inc., Baltimore insurance firm, sponsoring *Planning for Tomorrow* on WAAM, Tue. 7:15-7:30 p.m., presenting community leaders with college students discussing careers . . . Wildroot (hair oil) sponsoring Los Angeles' first regular female disc jockey, Candy McDowell, in *Musical Nightcap* on KTSL, Tue. & Thu. 11-11:15 p.m., thru BBDO . . . Graybar Electric Co., for Gibson refrigerators, sponsoring Wed. & Fri. *Billie Burke—at Home* on KTTV, Los Angeles, thru Roy S. Durstine Inc. . . . Gaylord Co. (bobby pins) sponsoring *Eva Gabor* on WJZ-TV, Thu. 7:15-7:30, thru Herschel Z. Deutsch . . . Canada Dry buys *Dining Out with Dana* (Robert W. Dana, restaurant editor, *N. Y. World-Telegram*) on WJZ-TV, alt. Tue. 7:15-7:30 . . . Ideal Novelty & Toy Corp. (dolls), thru Atlantic Adv., and Standard Brands (Royal desserts), thru Ted Bates & Co., have purchased partic. in *Magic Cottage* on WABD, Mon.-thru-Fri. 6:30-7 . . . Borden Co., already sponsoring *T-Men in Action* on NBC-TV for its instant coffee, reported planning spot TV, thru Doherty, Clifford & Shenfield, and dropping many local radio shows . . . Stroh Brewing Co.'s sponsoring of 35 Red Wings hockey games on WWJ-TV, Detroit, ran into schedule snag, so only third and final periods will be covered, timed to start 10 p.m., or after network signoffs . . . Market Tire Co. (Fisk tires) on WWJ-TV, Detroit, first local sponsor announced for *Football This Week*, weekly predictions and films by Norman Sper which Station Distributors Inc. reports it has sold to 16 stations . . . Amoco again sponsoring 6 Washington Redskins home games on WMAL-TV . . . Melville Shoe Co. (Thom McAn shoes) sponsoring football highlights films on WPIX, New York . . . Minnesota Mining & Mfg. Co. (Scotch tape) buys Paul Jones' *Football Previews* on WLWT, Cincinnati, 15-min. before each Sat. NCAA game, thru BBDO, Minneapolis . . . Among other advertisers reported using or planning to use TV: Thornton Canning Co. (Lido tomato paste), thru Roy S. Durstine, N. Y.; Norwich Pharmacal Co. (Tcek cherry flavored cough syrup), thru Benton & Bowles, N. Y.; Squire Dingee Co. (Ma Brown preserves), thru L. W. Ramsey Co., Chicago; Proctor Electric Co. (appliances), thru John Falkner Arndt & Co., Philadelphia; Doeskin Products Inc. (tissues, napkins), thru Federal Adv., N. Y.; J. C. Penney Co. (chain department stores), thru Roy S. Durstine Inc., N. Y.; Universal Co., High Point, N. C. (TV tables & bases), thru Corbin Adv., N. Y.; Diamond State Brewery, Wilmington, Del., thru J. Robert Mendte Inc., Philadelphia; Englander Co. (mattresses & foundations), thru Leo Burnett Co., N. Y. (WNBQ); Reddi-Wip Inc. (whipped cream), thru Ruthrauff & Ryan, Chicago; C. B. Drug Co. (C. B. insect spray, aspirin), thru Walter Klein Co., Charlotte.

Back into radio after plunges into TV, national advertisers are seeking "media balance," reports Sept. 24 *Sponsor*. It cites Quaker Oats and Hudson Pulp & Paper Co. as examples. Quaker dropped 4 AM shows last October in favor of 4 TV shows, this season is keeping latter (at estimated $2,500,000) but "balancing" with $1,500,000 worth of radio. Hudson in fall of 1950 was spending 80% of $600,000 ad budget on spot radio, rest in newspapers; in January, it pulled out of most radio stations and newspapers in favor of CBS-TV *Bride & Groom*. Last spring, after promotion over 7 remaining radio stations pulled 400,000 replies in day, Hudson reconsidered, upped budget to $750,000 to include pre-TV spot radio schedule plus TV show. Said Quaker public relations director Charles White: "We haven't lost faith in radio. It's just that we started last year diverting radio money into TV to . . . exploit TV's terrific impact. But currently we've seemingly reached our saturation point in TV spending, and are ploughing into radio again. We think that radio and TV are both good selling media."

March of Time reports these additional sponsors for *Crusade in the Pacific* to those listed in Vol. 7:34: WICU, Erie, & WJAC-TV, Johnstown, Pennsylvania Electric Co.; WJZ-TV, New York, & KECA-TV, Los Angeles, Quality Importers Inc. (Welch's Wine); WHAM-TV, Rochester, Stromberg-Carlson; WBEN-TV, Buffalo, Marine Midland Bank. In addition to 4 stations it previously bought, Miller Brewing Co. (Miller's High Life) is sponsoring *Crusade* on WAGA-TV, Atlanta; WBTV, Charlotte; WFAA-TV, Dallas; WFMY-TV, Greensboro; KMTV, Omaha; KPHO-TV, Phoenix; WHBF-TV, Rock Island; WOAI-TV, San Antonio; KFMB-TV, San Diego. Sold to station, no sponsor yet reported: KGO-TV, San Francisco; KSL-TV, Salt Lake City; WDAF-TV, Kansas City; WJIM-TV, Lansing; WFBM-TV, Indianapolis; WAFM-TV, Birmingham.

Kine-recordings of top network shows are already going out to U. S. armed forces, edited to eliminate commercials. All networks are supplying the 16mm film prints, first of which was American Tobacco Co.'s *Assignment Manhunt*—NBC-TV's Frank Lepore, mgr. of TV film & kinescope operations, on Sept. 14 presenting 50 prints of 3 programs. Other shows to be provided: *Milton Berle's Star Theatre, Your Hit Parade, Faye Emerson's Wonderful Town, Paul Whiteman Revue, Amateur Hour, Amos 'n' Andy, Roberta Quinlan Show, Hollywood Screen Test, Suspense, Man Against Crime, Date with Judy, Blind Date.*

Rates are still going up in publication field, too. *Time*, which on Sept. 10 raised black-&-white page rate from $6200 to $6750, has ordered another hike—to $7350 as of Feb. 2, 1952, which *Tide* says "may well herald a second round of magazine rate increases." *Life* raises rates approximately 6% with issue of March 3, 1952, this coming in wake of 8% boost effective this Sept. 10. *Newsweek* has stated it will increase rates 5-6% from July 7, 1952. And September *Fortune*, reporting declining newspaper profits, higher costs of newsprint, says survival of large daily newspapers depends on "sharply higher" ad rates.

Telecasting Notes: Kate Smith now ties Arthur Godfrey as top "commercial personality" on TV-radio networks, says *Variety;* she represents $12,000,000 in time-talent billings on NBC, her Wed. night TV show alone (opposite Godfrey's on CBS-TV) accounting for $4,000,000. *Variety* doesn't take into account her local participating show on WNBC (radio), Mon.-thru-Fri. 12:05-12:45, which would put her ahead of Godfrey, who's scheduled to add to his revenue when part of his morning radio show is simulcast starting in mid-October . . . **Rumors that** Walter Winchell was leaving ABC were countered by weekend announcement he has signed lifetime contract with that network covering TV-radio, continuing with Warner-Hudnut Inc. as sponsor; he's now said to be highest-paid figure in the field, getting reported $500,000 from sponsor plus 7500 shares of stock vs. $650,000 last year . . . **Louis G.** Cowan has signed *Quiz Kids* with CBS for 10 years for reported total $2,500,000 if sponsored, half if sustaining . . . **CBS has leased** Monroe Theatre, 76th & First Ave., for 5 years; it will be known as TV Studio 61, its stage area of 8100 sq. ft. making it network's largest New York studio . . . **New York's WJZ-TV** (ABC) begins Mon.-thru-Fri. program day at 9:30 a.m. as of Oct. 1 with *Ladies Daily,* Walter Herlihy's "magazine of the air," followed 9:45-10:45 with *Breakfast Theatre,* full-length Hollywood movies; rest of early schedule is *Kitchen Kapers,* 10:45-11:30; *Dennis James Show,* 11:30-noon; *Frances Langford-Don Ameche Show,* 12-1 . . . **Louisville Courier-Journal's** WHAS-TV bills itself as "nation's most powerful TV station" since recent boost to 50 kw (Vol. 7:34), is placing newspaper ads in fringe areas to promote sale of receivers; ad in *Lexington Herald-Leader* (68 mi.) urges U of Kentucky students there to tune in films of its Sat. grid games at 4 p.m. . . . Los Angeles TV stations scored heavily with audience last week in carrying "little Kefauver hearings" as House Un-American Activities Committee probed communism in Hollywood; though turned down at first by committee, TV enterprisers finally got permission to have cameras in hearing room on pool basis, piped pickups to 5 of city's stations (all save KNBH & KLAC-TV) . . . Big opening night for *Family Theatre,* nightly at 11:10 on hookup of WLWT-WLWD-WLWC, to be celebrated in Cincinnati Oct. 1 with Burgess Meredith present for first of first-run pictures to be offered, *Story of G.I. Joe,* in which he played role of Ernie Pyle . . . Underwritten as educational TV project by Alfred P. Sloan Foundation, NBC-TV's *American Inventory* series starts second 13-week cycle Sept. 30 (Sun. 1:30 p.m.) with GE's Dr. Vincent Schaefer on "The Control of Climate" . . . Gillette has agreed with Advertising Council to include one national welfare message in each of its sponsored World Series telecasts (NBC-TV) and broadcasts (MBS), copy by Maxon Inc. . . . WTVJ, Miami, plans an Electronics Museum at base of projected new 500-ft. TV tower to be built on grounds of owner Wometco Theatres' Boulevard Drive-In Theater; trailers in 31 Wometco theatres will invite public to visit facilities . . . King Brothers, big producer of westerns on Monogram lot, reported by *Billboard* to be preparing to make 30-min. TV films with shift of activities shortly to Goldwyn studios . . . Charlotte's WBTV begins local originations as of Sept. 30, including news, weather, sports, homemaking, man-in-the-street shows. WBT theater studio on ground floor of Wilder Bldg. has been rebuilt for TV . . . **WPTZ, Philadelphia,** Oct. 1 raises base hour rate from $1000 to $1500, one-min. from $200 to $300, changes Class A time to 7:30-10:30 p.m. daily except Sun. (7-10:30).

BRITISH ARE GETTING "TV fever," what with TV receivers dominating Aug. 29-Sept. 8 National Radio Show and advent of new stations soon doubling number of people within range of TV.

According to various reports, including one we've received from Marvin Hobbs, electronics advisor to Munitions Board chairman John Small, demand for sets has already caused rationing by manufacturers. During recent flying trip, Mr. Hobbs talked to number of top manufacturers, found their biggest complaint to be that 66⅔% tax on wholesale price keeps them from vastly broadening mass market. Since many set makers build single-channel receivers, they can make 9-in. to sell as low as $100 without tax.

Last govt. report showed 897,000 sets as of June 30, with 71,400 of them sold during previous 2 months.

Manchester outlet, with 40-kw transmitter (51.75 mc video carrier), has been testing during summer, getting greater-than-expected coverage from 750-ft. tower on ground 1750 ft. above sea level; official opening is Oct. 12. Next station due is Scottish outlet at Kirk o'Shotts in Lanarkshire (56.75 mc), scheduled for end-of-year opening. Wenvoe transmitter in Glamorgan (66.75 mc), to serve West England and Wales, is expected to start mid-1952. All 3 use 40-50 kw transmitters, but ERPs aren't indicated. Five smaller stations were planned, but defense demands have delayed construction indefinitely—in Aberdeen, Belfast, Newcastle-on-Tyne, Plymouth, Southampton.

Currently, some 18,000,000 people are in range of operating London (45 mc) and Birmingham (61.75 mc) stations. Three new transmitters should increase number to 30-35,000,000. All stations are being linked with London via coaxial and microwave.

Most common set displayed at Show was 12-in., with price-range $130-$200, excluding tax. Trend is toward more 5-channel sets, rather than single-channel, 15 & 16-in. tubes, aluminized. Most are TV-only, with console combinations still extremely rare. Projections got fair play, with dozen manufacturers showing them. One 17-in. and one 21-in. were displayed.

Particularly interesting to Americans was "spot-wobble" included in 15-in. set by E. K. Cole Ltd. Oscillator moves spot up and down slightly as it crosses tube face. This removes prominence of lines. BBC developed it originally to simplify kine-recording. So many U. S. engineers are intrigued by it that they wouldn't be surprised if some American manufacturer is readying it for market.

British manufacturers, says Mr. Hobbs, claim they've never miscalculated TV supply-demand as we have. They're also making tremendous effort to cover foreign markets, including Latin America, even though such countries are employing 525 and 625-line standards, as opposed to Britain's 405-line. Foreign orders for radio-TV received during show totaled $59,000,000. Biggest TV order was $700,000 worth from Bogota, Colombia. Other TV orders came from Argentina, Brazil, Holland, Germany, Canada.

Color impact was negligible, none being demonstrated at show. BBC says it wants much more study and testing first. Number of manufacturers frown on CBS system because of low resolution (British use 5-mc channels) and other performance factors as well as incompatibility.

Transatlantic TV? In 1928? *London Daily Mail* TV handbook quotes *New York Times'* report of event Feb. 9, 1928: "Baird was the first to achieve television at all over any distance, now . . . the first to . . . flash it across the ocean . . . for American eyes." Of course, system was mechanical, 30-line, sent on low frequencies. Handbook also reports that on July 3, 1928, Baird "demonstrated a colour picture of a kind, and was also experimenting with stereoscopic television, although without any very great success."

COLOR REPORT:

CBS Sets and Grid Schedule—RCA Washington Showings—Paramount's Lawrence Tube

IF CBS BECOMES a major set maker, as result of whole color business, it will have achieved more than it possibly could have hoped for in merely getting its color system adopted. This week, in its distributor showings and ads, it's more apparent than ever that CBS is out to sell sets—black-&-white sets. If a color market grows, it will be gravy.

CBS's main merchandising pitch, it turns out, is exactly same as that of Admiral, Motorola, et al., advertising "add color at any time"—no more "wait for color," a la Arthur Godfrey. Full-page ad in Sept. 28 *New York Times* headlines "CBS-Columbia Color Convertibles." These "convertibles" are black-&-white receivers.

"Traffic builder" is what CBS-Columbia's single color set yet offered is being called by dealers, number of whom are ordering the 10-in. (magnified) color-monochrome sets for display, inviting orders. It lists at $499.95, plus tax, warranty and installation.

New York's big Davega chain (40-odd stores) has 6 sets, heralds them with full-page ad playing up CBS's color football schedule beginning Sept. 29. Davega manager Jules Smith, who castigated CBS and FCC after he'd seen RCA's pictures (Vol. 7:37), puts situation thus:

"It may hurt our other business, but you can't stop progress. We'll run more ads, not full-page. I doubt whether we'll sell very many—at that price, $500. If someone bought one now, we probably wouldn't be able to deliver for a couple weeks."

CBS is reported paying for all or part of the ads. It's also understood to have dropped plans for "slick" magazine ads, concentrating on newspapers in colorcasting areas.

CBS-Columbia sales manager Richard Payne, during Washington distributor's showing this week, carefully emphasized that "black-&-white is not passé, not dead in any respect." All CBS-Columbia sets, beginning Oct. 1, he said, will have built-in adapters, though no such models were among those displayed this week.

Payne is banking on CBS brand name and prestige, plus "pioneer in color," to move whole line. This promotion is apparently producing some returns. Davega's Smith says he has ordered CBS-Columbia black-&-white sets though he didn't carry them (Air King) before.

As for color, Payne feels that CBS-Columbia has head start; that tri-color tube is 3 years away, costing $280 to make as of now; that "we're as far along with a tube [at Hytron] as anyone in the business." He reports color orders way ahead of production.

Color's value as traffic builder was also cited by George Wasserman, owner of George's, Washington chain, who is ordering one set per store. He expects few sales, because of price and because "people will want big tubes."

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Quality of color we saw at distributor Kaufmann-Washington's showings was considerably below CBS's best. Contrast control wasn't working at one demonstration and picture appeared washed out. Resolution seemed much lower than earlier CBS pictures.

Novel method of getting black-&-white on the color set involves 2 discs. Each disc is half transparent, other half comprising 3 color segments. When color is shown, discs revolve while locked in position with color segments of one disc overlapping transparent portion of other. When black-&-white is on, discs stop with both transparent halves in front of tube.

Work on 14-in disc set, larger drum sets, color slave and $400 color-monochrome set was described by CBS-Columbia engineer. Latter 2 are promised in month or so. President David Cogan says no more production figures will be released. Recently, he reported 30-a-day color production, with expectation of reaching 300 daily.

A lot of old Air King sets are yet to be moved, apparently. Most of CBS-Columbia line has Air King escutcheon, with "CBS-Columbia" decals underneath.

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We checked with each of the 11 stations CBS reports will carry its 9-game color football schedule starting Sept. 29. Their responses:

WCBS-TV, New York—Carrying all games and daily color programs. WTOP-TV, Washington, and WMAR-TV, Baltimore—Feeding games closed-circuit to large rooms for public viewing, none on air; continuing 10:30-11 a.m. daily color shows. WNAC-TV, Boston—Undecided about football, continuing 10:30-11 daily. WCAU-TV, Philadelphia—Carrying all games, plans no other color. WEWS, Cleveland—Telecasting "several" games, possibly all, no other shows in works. WHIO-TV, Dayton—No football, no other color. WKRC-TV, Cincinnati—Carrying Sept. 29 game only, nothing else. WBNS-TV, Columbus—Scheduling all games, no other color. WBKB, Chicago—Picking up all games after Sept. 29, nothing else. WJBK-TV, Detroit—Carrying "some" games, number undecided, hoping to start Oct. 13, no other color on tap.

Few station managers showed any enthusiasm for football schedule, particularly since color sets are almost non-existent and competitors will have strong NCAA football schedule from NBC-TV (Vol. 7:36). CBS has promised stations 5-10 color sets. Stations are nervous and dubious about whole thing, obviously looking over their shoulders at FCC. WJBK-TV and WEWS report they had to cancel $1000 in weekly billings to make room for color, producing disgruntled sponsors. WEWS is planning announcements and ads informing public that continuance of color beyond football schedule isn't guaranteed.

CBS hasn't yet corraled sponsor for games, is reported seeking to sell games individually, stressing promotional value.

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RCA's Washington showings, transmitted from New York via coaxial and microwave, will run Oct. 9-13 and Oct. 15-19. FCC is invited to attend at its convenience, no specific date. Invitation lists include Congress, cabinet, FTC, NPA, military, engineers, attorneys, distributors, dealers, civic leaders, etc. Shows will run 10 a.m. from WNBW, 2 & 4 p.m. closed-circuit.

RCA's promised theatre-TV color showing, on 9-by-12 ft. screen, will come in an undisclosed New York theatre within 2-3 weeks. RCA stresses theatre-TV color gear's compatibility with existing black-&-white equpiment, saying latter may be converted. To date, CBS has shown no big-screen color, though it reports work now going on in Zurich with Swiss-developed Eidophor system in conjunction with 20th Century-Fox, which has rights to Eidophor.

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Excitement over Lawrence tri-color tube (Vol. 7:38), shown in New York by Paramount Pictures last week, simmered down somewhat. Few industry experts have seen it yet, but most expect to soon. Those who have seen it generally have an attitude of "it's too early to tell." FCC's top engineering quadrumvirate—Plummer, Allen, Boese, Chapin—saw it Sept. 28. More conclusive evaluation probably awaits development of finished product, which Paramount says it will make in Stamford, Conn.

Same FCC engineers inspected RCA tri-color tube production processes in Lancaster Sept. 26, weren't given any

figures on output rate. One engineer said difference between black-&-white and color tube production struck him about same as "difference between making an Ingersoll watch and a fine Swiss job."

"RCA's tube gives just as good results as ours," Paramount's v.p. Paul Raibourn is quoted in *Variety*. "No one can expect to get better color than RCA's. However, there's a big economic difference between them. Ours is easy to make and theirs is extremely difficult."

Carried away with its story, Oct. 1 *Time* went off half-cocked: "If the new [Lawrence] tube lives up to its sweeping advance notices, the whole color fight may soon be over." *Time* forgets that the NTSC & RCA compatible system is yet to be resubmitted to FCC, that there's no knowing whether Commission will allow "dual standards" —commercialization of both CBS and compatible systems.

Better evalution was that of Oct. 1 *Newsweek*, which related how news of tube leaked from Inventor Lawrence to friend Wm. Laurence of *New York Times*. It reported that tube works but can stand improvement, and that others have tri-color tubes. It concludes: "The outlook for color was brighter last week, but the only fact that was definitely proved was the impact of a page 1 story in the *Times*."

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NTSC's field testing of compatible system is under way on several fronts, to apparent satisfaction of most manufacturers. No one knows how much time is needed, nor how and when FCC will be approached, but hopes are still expressed for windup about year's end.

Zenith, which is testing everyone's color, showed 2 color sets in New York this week—14-in. drum model and 10-in. disc unit. But Zenith's attitude is same as virtually everyone else's: "If the public wants them, we have them. But there doesn't seem to be any market." In fact, Zenith ran full-page ad in Sept. 23 *Philadelphia Inquirer* saying: "Color broadcasting, comparable with present black-&-white, is a number of years off [because] (1) the present methods are not perfected; (2) until there are millions of color TV receivers with screens as large as those in present demand, there is not sufficient audience to attract advertising; therefore, (3) programs will be restricted both as to number and quality . . ."

Epitomizing current attitude of manufacturers is opinion of H. L. Hoffman, the Los Angeles set maker, who has been more detached and less involved in color fight than most. After attending recent RTMA board meeting (Vol. 7:38) and seeing RCA's latest pictures, he writes:

"I was very much impressed with the technical progress that RCA has made. I was also apprised of the progress the NTSC has made. It appears quite clearly to me that we now have the technical answers that we did not have at the time of the FCC hearings, that we have a system in the NTSC that will best serve the ultimate consumer and give the industry latitude in which to grow."

Even Tele-tone president S. W. Gross, who has shown some enthusiasm for CBS system, says he has doubts about marketability of color units. He reports "dozen or so" Tele-tone 10-in. (magnified) "slave units" out in the field, with dealers inviting orders. Unit is unpriced, but Gross says $199 is a "very rough guess."

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Conflicting color claims were rehashed in this week's fair trade practice conference conducted by Federal Trade Commission (see p. 13). CBS attorney Richard Salant insisted most manufacturers can't claim that their sets are "adaptable" to CBS color. Sylvania counsel John Harvey was equally insistent that they can. CBS's competitors asked that ads claiming "convertibility" describe size of screens on converters. Salant called that unfair, saying no one knows what sizes future converters will be.

"THE MANAGEMENT of this paper believes that TV and the newspapers are in no sense competitors in the news field. They are 2 media of information, just as bourbon and water are 2 liquids; and, as many editors know, neither will replace other, but they're fine together." —Phil North, *Fort Worth Star-Telegram* (WBAP-TV).

Foregoing pretty well expresses attitude of most of the 40-odd publishers already in TV (see *TV Factbook No. 13)*, but it was only one of various expressions of opinion on impact of TV on newspapers made public at Sept 27 AP Managing Editors' Assn. meeting in San Francisco.

Consensus was that "TV had sharpened the interest of readers in outstanding news events that had been televised," said AP report, several citing Japanese treaty conference as proof. And *Des Moines Register & Tribune's* Frank Eyerly held there was "no truth whatever" to predictions that widespread ownership of TV sets would spell doom of daily newspaper. However, *New York News'* (WPIX) Richard Clark said:

"If, in the next few years, TV improves in quality as rapidly as in the last 2, I believe it will be increasingly difficult to sell newspapers in New York [where] practically all sales are made at news-stands . . . TV tends to keep people at home."

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Ever cynical about TV programs, Sept. 29 *New York Herald Tribune* observes editorially on RCA chairman David Sarnoff's challenge to his scientists to produce 3 major new inventions (see p. 3): "Considering the generally inferior quality of present-day TV programs, many people will feel indifferent to an invention that would make TV pictures any bigger, and will see no use whatever for any gadget that would record them for future use. But by 1956, when Mr. Sarnoff will celebrate his fiftieth anniversary in radio, the industry perhaps will have met this other and bigger challenge—to give the public better programs. Since that night of April 14, 1912, when as a young Marconi wireless operator Mr. Sarnoff picked up atop the John Wanamaker store the first message of disaster from the *Titanic*, he has seen come to pass far greater miracles than these he now asks for. In fact, Mr. Sarnoff helped greatly to bring them about. We congratulate him on his anniversary."

"Are the British taking over American television?" asks *New York Times'* Jack Gould in Sept. 26 column. They aren't doing badly, he concludes, reporting "conservative estimates" that British movies comprise 20% of feature film TV fare in larger cities, 10% for TV stations nation-wide, while theatres carry "barely measurable" percentage of British imports. Good English product derives about $20,000 yearly from American TV, enjoying "consistently good" ratings except in South and Southwest. "By happy coincidence," Gould says, "what American TV especially wants, the British are most adept at making: films stressing adventure, intrigue and mystery." What complaints there are seem directed at "incomprehensible dialogue and the English propensity for staging climatic scenes in virtual darkness." Hollywood may not yet be worried over "millions of Americans being conditioned to foreign films," he says, "but already there are whispers of producers in France, Spain and South America hoping to get on the video bandwagon."

Some 200 women executives and broadcasters have submitted entries for *McCall's* Awards to Women in Radio & TV contest which closed Sept. 10—one to be for service to community, 3 each for service to women and children, judges to be Sen. Margaret Chase Smith (R-Me.); Dr. Earl J. McGrath, U. S. commissioner of education; Mrs. Dorothy Deemer Doughton, president, General Federation of Women's Clubs; Mrs. Harriet Sabine, board, American Women in Radio & TV; Otis Lee Wiese, publisher of *McCall's*.

Financial & Trade Notes: Magnavox sales were $44,177,645 and net earnings $2,233,237 ($3.01 a share on 723,437 shares outstanding) for year ended June 30, both the largest in its history. They compared with $31,716,630 sales, $2,007,982 net profit ($2.81 on 703,764 shares) for preceding fiscal year. Provision for Federal income tax was $2,590,000, plus $735,000 excess profits tax, as against preceding year's total $1,200,000.

Backlog of military orders totals $35,000,000 reports president Frank Freimann, shipments of war products now running $1,000,000 a month and due to reach $2,000,000 by December. By year's end, $1,000,000 expansion program will be completed, including 40,000 sq. ft. added space in Ft. Wayne and 65,000 sq. ft. in Greeneville, Tenn.

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Hazeltine, Motorola & Zenith are listed with 36 others as "candidates for stock splits"—or else for large stock dividends—by Sept. 24 *United Business Service*. It adds, however: "There can, of course, be no assurance that such action will follow in the near future, but the logic of the situation suggests it in each case. The stocks have all enjoyed substantial advances in market price, earnings are large, and growth in recent years have been noteworthy."

Allied Electric Products Inc. reports net of $354,733 on sales of $9,585,301 for fiscal year ended June 30, compared to $160,814 net on $4,950,284 gross in preceding fiscal year. President Nathan Chirelstein's report notes that $1,052,956 was spent on new equipment and improvements during year, that company's electron tube output is now 5000 daily, will go to 25,000 a day by November.

Oak Mfg. Co. reports profit for first 3 months of new fiscal year ended Aug. 31 was 46¢ a share based on current tax rates, compared with 61¢ same quarter last year. (For last full fiscal year report, see Vol. 7:35.) Billings first quarter were off 10%, partly due to longer vacation shutdowns and preparation for defense orders. Trend is upward, so that "total shipments for the first half of fiscal year will be well ahead of last year."

Sparks-Withington ended fiscal year June 30 with net earnings of $879,320 (95¢ a share) compared with $458,083 (47¢) for preceding year. Sales were $23,978,292 compared with $17,020,259 preceding year.

Dividends: Emerson, 25¢ payable Oct. 15 to stockholders of record Oct. 5; American Phenolic, 20¢ payable Oct. 26 to holders Oct. 12; Electric & Musical Industries Ltd. (London), 8% stock as of June 30; Technicolor, 50¢ payable Oct. 22 to holders Oct. 10; Clarostat, 10¢ payable Oct. 15 to holders Oct. 10.

Improvement in appliance markets, after soft late spring and summer, is reported by Avco president Victor Emanuel in report for 9-months ended Aug. 31 showing net income of $7,660,372 compared with $7,712,538 for same period last year. This is equal to 84¢ a share, after preferred, on the 8,755,353 shares of common outstanding, as against $1.08 on 6,751,700 shares year ago. Sales totaled $210,947,060 as against $160,330,491.

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Outlays of the 1629 firms which spent $20,000 or more on major media advertising during first 6 months of 1951, as tabulated by Publishers Information Bureau, were as follows: magazines, $225,403,891; network radio, $95,453,605; network TV, $55,055,611; Sunday newspaper supplements, $30,060,063. Total of $405,973,170 covers 93.8% of all advertising in those media and 4443 products.

Even photo-engravers see TV as "serious threat"—their recent AFL union convention in New York was told by J. B. Fisher, chairman of its negotiating committee, that TV money isn't coming out of new ad budgets but is being taken from present advertising, local and national.

BOOM TIMES ARE AHEAD for the infant theatre-TV equipment industry. Initial successes of theatre TV have resulted in backlog of orders estimated at more than 200 (see p. 2)—and many firms, old and new to TV industry, are reported preparing to enter theatre-TV field.

Theatre-TV equipment is priced from about $35,000 for General Precision Laboratory's 16mm inter-film system to $2000 for a portable direct projection system reportedly in works by Katz & Snaider Co., Brooklyn.

If all manufacturers' claims are taken at face value, there should be some 250 equipped theatres by year-end.

RCA has installed more than any other company—some 16-18 out of the 28. RCA's direct projection set sells for $16,500 plus about $2000 for installation. RCA has at least 100 firm orders, hopes to fill them all by end of year.

Paramount's 35mm inter-film system accounts for 6 installations. It costs $25,000 plus $1500-$2000 installation. Film company says 10 are in production, will be delivered in few months.

General Precision Laboratory reportedly has some 30 firm orders for its new Simplex direct projection system, which costs approximately same as RCA's, and 14 orders for its inter-film system. Production of the Simplex begins next month.

Trad TV Corp., manufacturer of projection sets for bars and clubs as well as standard-type private label receivers, says it has materials and capacity to turn out 100 of its new Tradiovision theatre units before Jan. 1. Trad promises 90-day delivery on 2 direct projection models—one with spare receiver for switchover in event of trouble at $7650, single-receiver model at $5850. Installation cost is listed as "under $1000." First Trad unit is in use at Walter Reade's Asbury Park theatre, and Trad says Reade chain has ordered 9 more.

GE plans to manufacture Eidophor projection TV system—using CBS color—for 20th Century-Fox, but no production schedules or costs have been announced.

Other manufacturers reported preparing to make theatre-TV units are Air-Marshal Corp., New York TV set maker, said to have unit for 8x12-ft. screen, to cost less than $5000, and Katz & Snaider Co., Brooklyn, developing $2000 portable. Philadelphia's Royal Theatre has temporary installation of pilot model of new unit of unknown make, which reportedly cost $3500, throws image on 9x12-ft. screen and is said to be one of 4 such units already manufactured, but only one in use. Skiatron Electronics & TV Corp., promoter of Subscriber-Vision, has promised inexpensive set for rental to small theatres.

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Theatre TV will be hot subject at Society of Motion Picture & TV Engineers convention in Hollywood Oct. 15-19. On agenda are reports on development of high-definition theatre-TV system, by RCA tube dept.'s Otto H. Schade; new direct-projection system, by General Precision Laboratory's F. N. Gillett; TV camera for theatre network use, by GPL's Blair Foulds and E. A. Hungerford Jr.; high-speed theatre-TV optical system, by RCA engineering products dept.'s Lawrence Sachtlaben. Papers will also be presented on TV studio lighting, kine recording, TV film scanning equipment.

Theatre TV as mass training device, tested Sept. 15 by Federal Civil Defense Administration (Vol. 7:36), was such "huge success," says Jesse Butcher, director of FCDA audio-visual division, that plans are being made to use it on regular basis. Extent of use depends on appropriations to be voted by Congress, "but we'll do as much as possible with available funds," agency spokesman said. Sept. 15 program originated in studios of WMAL-TV, Washington, was sent to theatres in Baltimore, Philadelphia, New York, Washington.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
September 29, 1951

SETS MOVING, SHORTAGES AGAIN FORESEEN: TV business is so much improved that they're talking set shortages again -- estimates of when varying from the end of November to sometime during first half of 1952.

Undoubted fact of materials restrictions as defense production accelerates (Vol. 7:36 et seq), considered along with greater public demand for receivers and steadily reducing inventories, cause very few to scoff now at "cry shortage".

Second Dun & Bradstreet report on dealer inventories shows 800,000-900,000 sets in dealer stocks as of Sept. 1, regarded as "healthy reduction" from 900,000-1,150,000 estimated as of Aug. 1 (Vol. 7:35) and bearing out general trade feeling that things are picking up nicely. And RTMA disclosed this week that end-of-August distributor inventory (Aug. 24) stood at 680,862, up from end-of-July's 640,393 and highest of year. But distributor inventory isn't regarded as having same index importance as monthly dealer figure and weekly factory output figure.

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Factory inventories took another dive week ending Sept. 21, RTMA reporting 510,100 as against 560,044 preceding week (Vol. 7:38) and 622,436 week before that (Vol. 7:37). This means more than 250,000 inventory has been moved by manufacturers since Aug. 3 peak of 768,766 (Vol. 7:32) -- aside from their current production.

Output went up to 78,548 (1030 private label) for week ending Sept. 21, highest of any week since end of May, up from 62,548 the week before. Thus, 12 of third quarter's 13 weeks have resulted in output of approximately 570,000 sets, as against first quarter's 2,200,000 and second's 1,145,000.

Radios totaled 240,494 (104,726 private), up from 222,406 as of Sept. 14 and highest since the 375,066 reported for week ending July 20 (Vol. 7:30). Factory inventory of radios was 388,919, up from 381,139 on Sept. 14. The radios were: 136,281 home receivers, 81,915 auto, 22,298 portable. Total radios thus far this quarter are approximately 2,500,000 vs. 4,343,600 first quarter, 3,813,046 second.

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So many predictions have proved wrong -- who, for example, foresaw bottom dropping out of TV market so precipitately last March? -- that most industry leaders have been conspicuously cautious in recent months. A few are speaking out again:

RCA's J.B. Elliott, consumer products v.p., has been making flat statement in speeches and interviews that there will be shortages of "quality receivers" by mid-December. He estimated another 1,500,000 output before end of this year, but only 1,800,000 first half of next year, 3,000,000 second half if materials problems are partly solved. These won't be enough to meet demand, he said.

Philco's Fred Ogilby, TV-radio sales v.p., foresees rationing of at least his company's receivers by end of November. Company reports production and sales now "on consistently good basis."

Admiral president Ross Siragusa said: "Admiral dealers are selling more TV sets than the 5 Admiral electronic plants are producing. Govt. orders, together with reduced allocation to civilian use of strategic materials, have combined to make it necessary for us to keep our 5 plants going night and day, Saturday included, to meet demand occasioned by new models introduced in mid-August.

"Sales are so strongly up in TV & refrigerators that we have no inventories beyond a half-day to a day's need at the factory level. Our field inventories show that we are less than 3 weeks ahead in TV sets and less than 4 weeks ahead in refrigerators. It's keeping us humping to keep ahead of demand. The first of the year will see a shortage of TV sets of the better known brands."

Magnavox's president Frank Freimann, in annual report released this week (see Financial Notes), asserts retail sales "have been on the ascendancy since mid-

August and are accelerating at a rate that points to a probable shortage of merchandise by the end of the year."

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Wholesalers and retailers, after taking bad beatings for nearly 6 months, are inclined to be somewhat more cautious than manufacturers -- but they generally tell of better sales, unloaded inventories, bright outlook for rest of year. As to shortages, they're not as well versed as the manufacturers, but William Warsaw, who heads Washington's Lacy's chain, calls trade "steady and healthy".

And George Wasserman, who heads George's big Washington chain, and who does not often lean to the optimistic side, now feels so buoyant that he says: "I believe the last quarter of 1951 will surpass last quarter 1950 by 20% at the retail level."

Washington is regarded in trade as far from "typical" -- but echoes of this attitude are manifest in conversations with dealers in other cities and in what they are quoted as saying in the merchandising trade press. There was only one saying he thought October -- despite World Series, football, better programs generally -- might not be so hot. Reason: Three business days lost because of the Jewish high holidays.

STILL MORE COPPER-ALUMINUM CUTS LOOM: NPA is preparing to wield the axe again -- to take another chop at the supply of materials for TV-radio and other consumer durable goods in the fourth quarter.

Allotments of copper and aluminum -- already cut below third quarter's figure (Vol. 7:38) -- are due to be sliced by as much as 10%.

This was publicly confirmed by an NPA official for first time Sept. 27 when Controlled Materials Plan boss Walter C. Skuce said in New York speech that rations of the 2 metals to civilian producers may have to be cut by 10% "unless inventories [at the mills] are adequate to make up the deficit."

Plain fact is that Govt. has issued allotment paper for about 10% more copper and aluminum than it expects to be available in fourth quarter. And when a high NPA official, in a prepared speech, mentions a "possible" cut -- you can interpret that as "probable" or even "virtually certain".

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TV-radio production for rest of year now appears to hinge almost solely on availability of materials, trade slump having ended and set output figures showing week-by-week rise (see p. 11).

It's difficult and risky to venture a guess on fourth quarter TV-radio output -- even on basis of exact materials allocations figures. Big unknown quantity is the "carry-over" of processed materials and subassemblies from third quarter.

TV-radio industry didn't use up its whole ration of third quarter materials -- simply because there wasn't any market for TV sets. While govt. inventory controls limit carry-over of third quarter materials, as such, to fourth quarter, there is no ceiling on carry-over of "subassemblies" or "processed materials".

When sheet steel is pressed into chassis blanks, it's no longer a "material" -- it's been "processed". Same is true of hookup wire when it's cut into convenient lengths. Fourth quarter TV-radio production depends, to large extent, on size of industry's stock of such processed materials and subassemblies.

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Conservation, too, will play important part in stretching production. But most spectacular materials-saving measures are still in future. RTMA engineering study just presented to NPA gives results of conservation to date, and notes:

"A great deal of [conservation] work...by the parts, material and end-product manufacturers...requires the use of new materials, new circuit designs and new mechanical arrangements. Much of it will not be reflected into apparatus until 1952, because of design work, the time required to prove out new materials, components and products and the time for tooling and manufacture of the new items."

Some substantial savings in critical materials have already been effected, RTMA report shows. Based on production rate this year of 5,920,000 TVs, 11,600,000 radios -- 20% less than last year's 7,400,000 and 14,500,000 -- RTMA estimates these savings in tons this year over last: Aluminum, 1324 or 21%; cadmium, 66 or 23%;

cobalt, 229 or 36%; copper, 9687 or 24%; lead, 239 or 21%; nickel, 367 or 28%; iron & steel, 54,053 or 24%; tin, 266 or 25%; zinc, 4117 or 26%.

While Govt. regards industry's voluntary conservation program as laudable, there are easily discernible indications that control agencies haven't dropped the idea of compulsory conservation, simplification and standardization.

There are reports Govt. is looking askance at the ever-mushrooming variety of receiving and TV picture tube types. RTMA's tube div. reportedly is investigating possibility of voluntary tube standardization program.

Steel cabinets used on TV sets, radios and juke boxes, too, are being viewed by some high materials control officials with jaundiced eye, best sources indicate. Wood is plentiful, steel is woefully short, these officials say -- wondering why some "new 1952 models" are encased in the precious metal.

EVERYBODY GOT CHANCE to blow off steam, but nothing substantive was decided, at second TV industry conference on proposed trade practice rules held by Federal Trade Commission Sept. 26-28. Discussions were often heated, covered whole gamut of alleged "deceptions," led only to decision to call third conference (probably early in 1952) after which public hearings will be held before FTC issues rules binding on the industry.

Third conference was requested by RTMA president Glen McDaniel and NARDA president Mort Farr. Louis B. Calamaras, v.p., National Electronic Distributors Assn., was named to head interim committee for further work on the 34 rules prepared by FTC staff (Vol. 7:34).

Though some of the 33 industry and Better Business Bureau executives and counsel attending plumped for rules as proposed by FTC, even asking "greater protection" than they afforded consumers and dealers, manufacturers generally opposed them as going beyond govt. jurisdiction. Mr. McDaniel, for example, opposed suggestion by U. A. Sanabria, American Television Inc., that minimum TV receiver performance specifications be written into the definitions—demurring on the grounds that minimum standards should not be set by the Govt. and that "good sense of the public" would drive inferior sets off the market.

Questions of tube-size designations, rebuilt tubes sold as new, "adaptibility" and "convertibility" of sets to color, price and warranty deceptions, tie-in sales, trade-in allowances, private-label representations, price-fixing to suppress competition, etc., were among those which often occasioned acrimonious discussion. TV color issue was rehashed, got so confusing to FTC folk that long and involved explanations ensued. Sanabria even protested use of "CBS-Columbia" brand name as "unfair competition" since it uses govt.-granted facility to plug own product.

Besides spokesmen for trade associations and Better Business Bureaus, those attending included counsel for CBS, Richard Salant; Philco, Henry Weaver; Admiral, Richard Oberly; DuMont, Robert McLaughlin; along with John Harvey, Sylvania; J. M. Wiseman, Belmont; H. F. Guenin Jr., H. Osterling, D. Create, J. Williams, RCA Victor; Matthew Roth, Davega; Samuel Sosenko, Bronx Radio.

TV will overshadow telephone as tool for business executive of future, DuMont's receiver sales manager Walter L. Stickel told Rochester Sales Executives Club Sept. 11. "In the not-too-distant future," he said, "2-way TV communication between various phases of business operations, which will enable executives to see as well as hear their associates, will be a commonplace thing in the business world . . . TV will be the greatest sales tool ever devised for American business."

"We owe TV a vote of thanks for showing, Hollywood to the contrary, that homely people also have some talent"—Burton Hillis, in Sept. *Better Homes & Gardens.*

Trade Personals: George W. Henyan, going on leave as asst. to GE's Dr. W. R. G. Baker, Oct. 1 becomes chief of components branch, NPA Electronics Div., succeeding **Louis H. Niemann**, who returns in mid-October to Sylvania as mgr. of field engineers . . . **Edmund T. Morris Jr.**, chief of DPA Electronics Production Board and NPA Electronics Div., on leave from Westinghouse, will wed Miss Ruth H. Tadde of Washington at Roanoke, Va., Oct. 3. Couple will leave next day for Europe, where Mr. Morris is being sent on govt. mission . . . **Ernest W. Heilmann**, official of A. G. Spalding Bros., named acting director of OPS consumer durable goods div. "until a director is appointed" . . . **Joseph H. Gillies**, Philco operations v.p. for TV-radio div., appointed v.p. & gen. mgr., govt. & industrial div., with **Wm. J. Peltz** named v.p. for TV-radio div. **Robert F. Herr**, v.p., continues to head sales activities of Gillies' division . . . **Palmer M. Craig** promoted to v.p.-engineering, Philco TV-radio div., reporting to president **Larry Hardy** . . . **Raymond S. Perry** promoted from gen. commercial sales mgr. to v.p. & director, Federal . . . **Frank Hogan** named v.p.-sales mgr. of newly created Emerson Radio of Michigan Inc., 1301 W. Lafayette, Detroit (Vol. 7:34), wholly owned subsidiary, under **Harold E. Karlsruher**, president . . . **I. E. Christman**, ex-Goodyear TV-radio buyer, joins CBS-Columbia Inc. as district mgr. for Ohio, Ky., W. Va., western Pa. . . . **Leo J. Galanek**, ex-Regal chief engineer, now president of Gem Radio & Television Corp. . . . **Louis Grodsky** has resigned as controller and asst. treasurer, Tele-tone . . . **Ed Altshuler** named director of adv.-public relations, Kaye-Halbert . . . **W. L. Parkinson**, GE, appointed chairman RTMA service committee, succeeding **E. W. Merriam**, DuMont. . . . **Don Haines**, ex-Sentinel chief engineer, joins Belmont as asst. to William Garstang, administrative dir. of engineering & research . . . **Wm. W. Cone** resigns as sales v.p., Krich-New Jersey Inc. (RCA).

"Don't overlook the possibilities of industrial electronics," said GE's Dr. W. R. G. Baker at NEDA Cleveland convention Sept. 10, echoing report in Sept. *Fortune* (Vol. 7:36). "I know it is hard to look at the electronics picture without being blinded by the reflected glare of TV . . . TV may be many things to many people in addition to being the most dazzling development of present day electronic science. But when some historian of science, a few centuries from now, weighs the various developments in the light of their contributions to the advancement of human society . . . industrial electronics may far outshadow TV in its effect upon standard of living and way of life." Note: Good example of "industrial" use of TV was cited in AP dispatch from London Sept. 13, relating how underwater TV apparatus located sunken submarine *Affray* after 2 months at bottom of English channel. Equipment used by Admiralty was much same as that used for ordinary outdoor telecasting, with camera in watertight container operated by remote control.

Topics & Trends of TV Trade: New York City's drastic measure for licensing TV servicemen, agreed upon in committee of City Council Sept. 27 and due to go before full Council in November, may be bellwether for other communities—outgrowth of this attitude, as expressed in bill itself:

"The business of selling service contracts and servicing television receiving apparatus has become the subject of great abuse, with the result that the public has been and is being victimized by irresponsible sales methods, unethical and financially unstable service organizations and inferior installation, maintenance and repair."

Unsalaried supervisory board of 7 named by Mayor, including experts from industry, will be set up to encourage "self-regulation." Bill provides for annual license fees of $15 for technicians, $5 for apprentices, $25 for service contractors, $25 for service dealers. Violators would be guilty of misdemeanor and punishable by fine not to exceed $500 or 6 months imprisonment, or both.

Companion measure, somewhat along lines of bill defeated in State Legislature recently, proposes to protect TV purchasers from losses through bankruptcies of service contractors by requiring latter to place full service fees in escrow in a bank, drawing out only specified amounts each month, deposits to assure carrying out of contracts in event of failure.

* * * *

DuMont's anticipated TV receiver production is set at 40% of last year's total, "because of needs of raw materials for defense." Accordingly, areas on 2 of E. Paterson plant's 4 conveyor production lines (over 2 miles long) have been reserved for military electronics components manufacture, reports president Allen B. DuMont. Newly named manufacturing operations chief is Paul Eshleman, who was production control manager during World War II and who supervised conversion of the former Wright aero plant for TV. Its 480,000 sq. ft. capacity, DuMont claims, makes it "world's largest TV receiver plant."

False advertising of coin-operated TV sets is charge against Covideo Inc., New York, and its president Sidney I. Horwatt and v.p. Louis Brown, in Sept. 28 Federal Trade Commission complaint. FTC alleges that, contrary to Covideo's advertisements, "the respondents do not own or operate a place where they make TV-radio sets or parts; they do not maintain a staff of competent engineers and technicians with adequate facilities for research in TV . . ." Horwatt and Brown must answer complaint in 20 days and appear at hearing in New York Nov. 5.

Reflecting summer production cutbacks, Treasury Dept. excise tax collection from TV-radio industry dipped to $5,165.031 in August from July's $5,859,679. Uncle Sam took $4,760,964 from industry in August 1950, but that figure doesn't include TV sets, which were untaxed at time. During August, refrigerators, freezers, air conditioners paid $5,664,944 vs. $8,626,740 for August 1950; phonograph records $518,711 vs. $293,880.

* * * *

Merchandising Notes: No TV as yet in Rockford, Ill., 80 miles from Chicago, but 21 of city's retailers and servicemen have banded as Certified TV Installation & Service Assn. Inc., took full-page ads to tell public how it backs up service; Hartford pattern is followed . . . Hallicrafters names Edgar Morris, ex-Zenith, as distributor for Washington area . . . "Unusual is usual" in Los Angeles, says *Wall Street Journal*, noting that gas stations are selling TV sets there . . . Hallicrafters distributor McCollum-Law Co., Denver, announces 50 sets, all 20-in., will be placed in 5 locations to pick up World Series, piped via Denver's AM outlet KFEL by special arrangement whereby it's tapping transcontinental microwave.

Trade Miscellany: Sarkes Tarzian shows new uhf tuner in Bridgeport Oct. 3, stressing that it tunes full 470-890 mc, costs no more than vhf—"less than the cost of adding 2 or 3 channel strips piecemeal" . . . DuMont reports 30-in. tube production now at full capacity of present facilities, selling some to 4 undisclosed "large" manufacturers; company is also experimenting with 27-in. metal-cone rectangular, hasn't decided on its future . . . Esquire Radio Corp., specializing in clock radios, now operating in new plant at 62-01 Fifteenth Ave., Brooklyn; president is A. R. Lieberman, ex-gen. mgr. & chief engineer, Jewel Radio, and a major stockholder is his brother J. P. Lieberman, onetime owner of Air King (now CBS-Columbia) which he sold to Hytron . . . Thomas Electronics Inc., Passaic, N. J., CR tube maker, says it's planning to go into receiving tube manufacture . . . General Fuse Co., South River, N. J., making glass tube fuses for automotive and TV industries, opening new 10,500 sq. ft. plant in Villalba, Puerto Rico . . . Antenna Research Laboratory, Columbus, O., sold to Thompson Products Inc. this week, price undisclosed, plans large-scale antenna production at new plant.

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Philadelphia TV-radio servicemen have drafted, through joint committee under secretary Paul V. Forte, 50-point operating program aimed at improving service methods. Program includes suggestion that manufacturers standardize tube sizes, mark all parts in legible, permanet manner and offer better distribution of technical information to servicemen. Dealers are urged to eliminate misleading advertising about service possibilities or receiver performance and to establish uniform warranty ticket. Parts distributors are advised to end wholesaling to retail buyers, and all groups encouraged to expand cooperative advertising.

Electronics exports continue way ahead of last year's —7 months' total running $77,930,118 vs. $35,624,177 same 1950 period, according to Census Bureau and RTMA. July figures accentuate increase—$17,857,932 vs. $6,689,189 year ago. Of larger identified categories in July, radio sets were $1,808,833, receiving tubes $1,397,562, parts for transmitting-receiving sets $1,778,501. "Special category," presumably including radar, etc., amounted to $8,-614,955. TV sets won't be reported separately until first of 1952.

Simon Benin, president of Industria Meublera S.A., Mexico City (Industrial Furniture), reports TV is reviving that industry in his country; his company alone will turn out 45,000 TV and radio cabinets valued at $2,500,000, mainly to house chassis imported by GE, RCA, Philco, Zenith. Last year it turned out 47,000 cabinets valued at $500,000, but these were mainly for radio.

TV receiver advertising in newspapers, due largely to eager effort to hypo waning market, went to 37,177,098 lines for Jan. thru June period, up 24.9% over same 1950 period; radio figure was 3,650,116, down 4.5% same period. Media Records report covers 38 TV markets. Of TV total, manufacturers placed 9,353,551 lines, up from 4,711,022.

September *Electrical Merchandising* is devoted mainly to TV, calls industry's present position good, future prospects tremendous. Included are articles on retail sales problems & practices, fringe area selling, community antenna systems, color TV—each article offering examples of successful merchandising techniques.

August receiving tube sales reached 23,761,252, after July's low of 13,185,567. Though year's total to date is well above same period last year—252,849,145 vs. 227,773,-373—RTMA report shows July-August rate of sales under last year's, when July figure was 21,128,017, August 36,-269,435.

Mobilization Notes: Approximately $4,500,000 in electronic plant expansion has been approved by DPA in addition to previously-listed certificates for rapid tax amortization totaling some $135,000,000 (Vol. 7:36). Certificates granted since "moratorium" began Aug. 18 (Vol. 7:33)—emergency cases or cases which required approval before Sept. 23 under federal law: Standard Tool & Mfg. Co., Arlington, N. J., electronic equipment, $666,429, of which 80% is to be amortized over 5-year period; RCA, Camden, military items, $465,000 at 75%; Globe-Union, Milwaukee, electronic parts, $398,700 & $190,789, both at 75%; P. R. Mallory, Indianapolis, military items, $384,561 at 75%; Magnavox, Ft. Wayne, military items, $350,000 at 75%; Federal Telecommunication Labs, Belleville, N. J., military items, $323,000 at 90%; Raytheon, engineering services at Newton, Mass., $87,208 at 75%, electronics equipment at Bedford, Mass., $8000 at 75%; G. H. Leland Inc., Dayton, electronic parts, $70,876 at 85%.

These certificates have been issued over period of time, but haven't been listed in DPA releases (percentage of amortization undisclosed): Sylvania, tube components at Warren, Pa., $361,000, tubes at Salem, Mass., $346,893; Westinghouse, Pittsburgh, radar, $285,000; RCA, Camden, military equipment, $223,912; Oak Mfg. Co., Chicago, components, $155,443; Barry Corp., Watertown, N. Y., vibrators, etc., $76,703; D. S. Kennedy & Co., Cohasset, Mass., radar components, $53,399; Plastic Mfrs. Inc., Stamford, Conn., components, $24,398; Stabie Engineering Inc., Plainfield, N. J., research & development, $14,365; Globe-Union, Milwaukee, printed circuits, $1250.

Thirty-five applications for aid in building electronic plants valued at $7,000,000 were rejected this week. Among them: Cornell-Dubilier, 4 applications totaling $1,013,332; Pacent Engineering Co., New York, $1,000,000; International Resistance, $987,278; Remington-Rand, $900,000; Jefferson Electric Corp., Bellewood, Ill., $818,000; Aerovox, $751,969; Wilcox-Gay, $506,000; Raytheon, 5 applications totaling $351,973.

* * * *

TV-radio-phonos aren't covered by NPA's new consumer durable goods order M-47B, which permits manufacturers of 4 selected groups of civilian products to shift production from one item to another in the same group. Under Controlled Materials Plan, any manufacturer may shift production among any items in same official product class code—hence TV-radio makers may shift between TVs, home, portable & auto radios, combinations, phonos, color slave units, juke boxes, etc. But they can't shift between TV-radio and other appliances such as refrigerators and washing machines, as they could in third quarter under now-revoked M-47A.

Govt. limitation on use of selenium may result from recent copper strike, NPA officials say. A by-product of copper smelting and refining, 1951 output of the chemical will be less than the 1,000,000 lbs. originally anticipated—because of strike and because one prime producer has stopped making selenium. Unavailability of selenium rectifiers is just one more headache for conservation-minded TV-radio manufacturers—since the rectifiers are heart of voltage-doubler circuit which can be used in place of power transformer to save copper and steel.

Threat of severe tungsten shortage seems to have eased. Govt. officials told tungsten and molybdenum wire and rod producers imports and domestic production should about balance consumption during first half 1952, but the amount going into govt. stockpile will create proportionate deficit in industrial supplies. Inventories of tungsten and molybdenum—both used in electronic tubes—are sufficient to meet "current needs," producers say.

Maj. Gen. Harold M. McClelland, ex-director of communications-electronics for Joint Chiefs of Staff who retired from Air Force Sept. 1, named asst. director of Central Intelligence Agency, under Gen. Walter B. Smith. Col. C. J. King promoted from asst. chief to chief, engineering & technical div., Office of Chief Signal Officer, succeeding Col. E. R. Petzing, now commanding Signal Corps Engineering Labs, Ft. Monmouth, N. J.

Melpar Inc., Alexandria, Va., prime military contractor for electronics gear, sold to Westinghouse Air Brake Co.; Thomas Meloy continues as president, heading staff of 150 engineers in Alexandria and Cambridge, Mass.

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DuMont will use World Series as peg for big nationwide receiver promotion, built around formation of dealer-level "World Series Clubs" whose members can watch complete Series on 19-in. sets installed free at place of their choice. "Club" members can get the sets by registering in groups of 5 or more with DuMont dealers. DuMont also plans to install sets in barbershops, stores, hotels, train, bus and plane terminals, restaurants "and any reasonable place for viewing the series within the area where the dealer does business."

National Assn. for Better Radio & Television is new name of Southern California Assn. for Better Radio & Television, headed by Clara S. Logan, 882 Victoria Ave., Los Angeles. This is group that found "horror stuff" dominant on TV, got publicity play on protests last year. Its aim is to raise social and educational standards "without recourse to legal censorship." A new director is Dr. Dallas Smythe, ex-FCC, now U of Illinois communications research professor. Dr. Richard Atkinson is first v.p., Dr. Lee deForest second v.p.

College students aren't yet affected much by TV, reports National Advertising Service, representing college newspapers, after sampling 2201 students at 25 colleges in 21 TV areas. Only 13% owned TV sets at college, only 26% said they look at one or more TV programs regularly while at college. More than half (52.6%) said they spent no time at all on TV, 36.3% spend up to 5 hours weekly, 6% five to 10 hours weekly, 4% more than 10 hours weekly.

Normal room lighting, with no reflections on screen, is again emphasized as most comfortable for good viewing. Advice came recently from Dr. Carl F. Shepard, Northern Illinois College of Optometry, in talk to meeting of New Jersey Optometric Assn. in Atlantic City. Dr. Shepard, TV consultant to American Optometric Assn., reiterated that there's nothing fundamentally harmful in watching TV.

Offer to install community antenna system for unnamed upstate New York entrepreneur was made recently by New York Telephone Co. It's first such offer by a telephone company, would cost local operator $5500 per mile for installation, $80 per-mile-per-month for maintenance. No agreement has been reached. Alternatively, poles are offered on rental basis under stringent conditions, similar to arrangements in other towns (Vol. 7:2 et seq).

FCC denied WABD's request to use 16.7-kw ERP on Empire State Bldg. pending decision on protest by WNHC-TV, New Haven, that 16.7 kw on adjacent channel would reduce latter's coverage. WABD's CP specifies 2.5 kw, but it wants higher power under FCC's temporary power increase ruling (Vol. 7:30 et seq). Installation of WCBS-TV antenna on Empire State began this week.

Another attack on "immoral" TV shows by Boston's Archbishop Cushing (Vol. 7:9), inserted in Sept. 25 *Congressional Record* by Rep. Lane (D-Mass.), advises parents to censor children's viewing, protest to sponsors. His first blast was accompanied by Rep. Lane's request that FCC be given power of censorship.

Rough going for **Comr. Frieda Hennock**, seeking confirmation of appointment to New York Federal judgeship, was indicated after parade of opposition witnesses testified Sept. 27-28 at closed sessions of Senate Judiciary Committee. Hearing resumes Oct. 2 when her supporters appear. Unusually long proceedings for a confirmation were carefully guarded from press—but *New York Times* dispatch Sept. 28 reported: "The belief in some responsible quarters was that if Miss Hennock did not request President Truman to withdraw her name the nomination would be pigeon-holed by [the Committee] or killed by a strong vote on the floor of the Senate." Her qualifications as an attorney, judicial temperament, character—all were attacked by representatives of American Bar Assn., New York State Bar Assn., City Bar Assn. (latter's judiciary committee chairman Louis Loeb being counsel for *New York Times)*. RCA counsel John Cahill was only Hennock supporter to testify so far. Witnesses to appear for her next week are expected to include FCC Chairman Coy, an FCC Bar Assn. representative, and numerous women's bar groups, judges, educators, etc.

Deal whereby **WOW & WOW-TV, Omaha**, were sold for $2,525,000 to Meredith Engineering Co., subsidiary of Meredith Publishing Co., Des Moines *(Better Homes & Gardens, Successful Farming)*, was approved Sept. 27 by FCC. Meredith interests thus acquire second station, having built WHEN, Syracuse. Sale approval came just before one-fourth owner Francis P. Matthews, ex-Secretary of Navy, departed for Ireland as Ambassador. Estate of founder, late John J. Gillin, also held about one-fourth interest. Deal is complex one (Vol. 7:32), in which buyers assume 25-year rental lease from Woodmen of the World at $160,000 a year, 19 years yet to go, and also acquire $20,000 surplus account.

Another case of TV "have" tying up with "have not": WKRC & WKRC-TV, Cincinnati (Taft) buys 20% of Gilmore & Lindsay Nunn's WBIR, Knoxville, TV applicant; WTCN & WTCN-TV, Minneapolis, recently bought "piece" of WEMP, Milwaukee (Vol. 7:38). And WDSU-TV, New Orleans, whose AM affiliates with NBC Oct. 4, has joined with *Mobile Register* and *Press* (WABB) to form Mobile Television Corp., soon to apply for TV there in lieu of newspaper's present Channel 8 application. Chairman is Edgar Stern Jr. (WDSU), president is R. B. Chandler, publisher of newspapers. WDSU's Robert Swezey & Louis Read and newspapers' Wm. J. Hearin and Walter Bellingrath are vice presidents.

Two more radio stations received NPA go-ahead and materials allocations for alterations during fourth quarter under Controlled Materials Plan (Vol. 7:37-38). They are: WQAM, Miami, alterations to tower, to cost $42,050; WFRC, Athens, Ga., antenna tower, $15,500. Bulk of fourth quarter list hasn't been released yet; more TV-radio construction approvals are expected. NPA has prepared list of 71 interpretations of its construction regulations. For copy, write for NPA release No. 1266.

Help Wanted—Newsmen

RADIO NEWS BUREAU, publisher of *Television Digest*, has several openings for additional newsmen —reliable reporters, facile writers, who are intelligent, willing workers. Prefer age 30-35, with Signal Corps, Navy or industry experience who already know TV-radio-electronics rudiments and terminology. This fast-moving, expanding organization moves shortly to new quarters in Washington's new Wyatt Bldg. Reply should give all details, including references and starting salary expected.

New WLTV, Atlanta (see p. 1) goes on air Sept. 30 with nice backlog of commercials, primarily as an affiliate of ABC-TV, plus film schedule at outset. Live local productions are planned by end of year. Station is being hailed with special sections of local newspapers, dealers expecting upsurge of set sales with advent of area's third outlet (others: WSB-TV & WAGA-TV). WLTV operates on Channel 8. Corporate name is Broadcasting Inc., address 15 Forsyth St. S.W. Executive staff comprises William T. Lane, mgr.; Arch Ragan, sales mgr.; Harvey J. Aderhold, technical director; Roger O. Van Duzer, program director; Ann Hucheson, traffic mgr.; Winifred C. Brown, accounting mgr.; Madelin Chace Maddox, public relations.

Petition to commercialize Phonevision still hasn't arrived at FCC from Zenith (Vol. 7:38). Timing may have been affected by fact FCC postponed theatre-TV hearing from Nov. 26 to Feb. 25 (see p. 2), a definite indication Commission can't possibly get into subscription TV question for many months. In meantime, Zenith president E. F. McDonald continues making most of public dissatisfaction over fact Robinson-Turpin bout was carried exclusively on theatre TV (Vol. 7:37-38). In new series of 3 telegrams—to TV-radio stations and manufacturers, sports promoters, sports editors—he insists: "We must have subscription TV if great events are to be kept on the air." He's using almost same words FCC Chairman Coy did in speech before Assn. of National Advertisers last year (Vol. 6:39), when Coy said he favored any experiment "which looks toward the development of a method of keeping everything that is good in America on TV." At that time, Coy went on to say that he would "give just as much encouragement to a union of advertisers . . . paying cost of these events through entrepreneural arrangement."

President's new telecommunications adviser, Haraden Pratt, ex-v.p. of American Cable & Radio Corp., says he expects to have offices in National Security Resources Board headquarters set up within 3 weeks. With no date set yet for officially taking over job, Mr. Pratt says he'll be in and out of Washington, finishing up former job and "getting acquainted" in Washington, after summer business-vacation trip to Europe. As Presidential adviser, he'll act as sort of "one-man FCC" for govt. radio users, largely military (Vol. 7:31).

Telford Taylor, onetime FCC general counsel, who held rank of brigadier general in the Army while prosecuting Nuremburg war trials, was nominated Sept. 28 to be Administrator of the Small Defense Plants Administration, set up to channel more govt. orders to smaller manufacturers and to encourage subcontracting of prime contracts. He's presently a New York lawyer, presumably will relinquish his practice, including representation of the organized educators in quest for TV channels.

McFarland Bill to "streamline" FCC (Vol. 7:4 et seq) this week underwent second week's consideration by House Interstate & Foreign Commerce Committee; meetings resume Oct. 2. Bill's chances of being reported this session are slim, but it's first time House committee has worked towards reporting bill, though Senate has passed it in several sessions.

Excess profits tax relief for telecasters (Vol. 7:37-38) appeared even more probable this week, after Senate approved it on Sept. 28. Little opposition is now anticipated in forthcoming Senate-House conference. Senate rejected all Administration efforts to stiffen tax in any respect.

TV signals came rolling in recently when cold front had troposphere kicking up all along Eastern seaboard. One FCC engineer in Washington picked up pictures on all 12 channels, from Boston on down coast.

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Television Digest

WITH AM / FM REPORTS

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URGENCY OF TV DEMAND—CASE HISTORIES: So tremendous is the pent-up demand for TV in non-TV areas that when a small leak occurs in FCC's 3-year-old "dam" -- as it did in Denver this week -- the impact and reaction are truly staggering.

Same pressure of demand, eagerness to get local TV service, is germinating some ingenious techniques -- via the "community antenna" method -- as exemplified in unique application filed with FCC this week.

Police estimated 50,000 Denverites saw World Series during first day alone, on 92 receivers fed closed-circuit signals tapped from transcontinental microwave by promotion-wise Eugene O'Fallon, operator of TV applicant KFEL (MBS). Project got FCC blessing in advance, approval also of network, sponsor and baseball folk.

"TV Comes To Denver," shouted 8-column front-page headline in Denver Post, which ran 4-column pictures and column after column of description. Receivers were in Brown Palace and Cosmopolitan Hotels -- lobbies, dining rooms, balconies, suites. Police blocked off Broadway, were hard put to control crowds which included about 6000 people at a time.

Hallicrafters sets dominated show, with 75 of them supplied by its distributor McCollum-Law Corp., all 17 & 20-in. Four other makes were represented with a few -- Emerson 5, DuMont 3 (two 30-in.), Stromberg-Carlson 5, Motorola 4, no others.

Cost to KFEL was $1350 to NBC, $3000 for phone company contract charge plus $100-per-game hookup charge, and 18¢ a foot for about 7000 ft. of cable. In return, station got $500 from each hotel, plus $30 for each set, and 25¢ per foot of cable. Signals were received atop Brown Palace, piped to all locations.

"We're not making any money on this," said Mr. O'Fallon. "We're promoting the station and TV while getting some TV experience." Station has own camera chain which fed programs before and after games. No commercials were sold. So elated is Mr. O'Fallon that he plans other closed-circuit features in future.

Wolfberg theatre failed to get approval from baseball commissioner Frick, on grounds exception couldn't be made to general ban on theatre TV for Series.

* * * *

Community antennas are another symptom of the long-frustrated TV demand (Vol. 7:2 et seq), and this week's mail brought FCC the most ambitious such project yet proposed. J.E. Belknap & Associates, 317 S. Main St., Poplar Bluff, Mo., partnership of 5 businessmen, asked permission to install common carrier microwave network to feed signals of St. Louis and Memphis stations to 15-20 towns. Local companies would distribute signals to individual homes by wire.

Proposal is first of its kind, definitely requires FCC approval, inasmuch as radio transmissions are involved. Other existing community antenna installations simply pick TV station signals out of air, send them to homes by wire.

Company would set up receiving-transmitting stations 30-40 miles northeast of Memphis and 30-40 miles west of St. Louis. First would kick signals along to

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Kennett, Mo., where they'd be relayed to Poplar Bluff, thence eventually to many other towns. Second would send signals to Mt. Vernon, Ill. for further relay.

Initial service would be provided Poplar Bluff and Kennett. Company would operate its own local distribution system in former. Total population to be served eventually would be 265,000 in these additional towns: Malden, Dexter, Cape Girardeau, Jackson, Sikeston, Caruthersville, all Missouri; Paducah, Ky.; Cairo, Carbondale, Marion, Johnston City, W. Frankfort, DuQuoin, Benton, all Illinois.

Frequencies requested are 890-940 mc & 5925-6425 mc, using RCA TTR-1A and BTL-1A equipment, with estimated cost of $25,005 per link. Classification of station asked is Class II experimental.

Cost of service to local entrepreneurs is proposed as follows: $25 per home installation up to 500, $10 each for next 500, nothing additional over 1000. Monthly rate would be $1.75 per installation up to 500, $1 each for next 500, 75¢ each for all over 1000. Finally, $5000 is to be paid when 100 sets are in operation.

Company comprises 29-year-old Belknap, who owns drug store; C.B. Bidewell, hardware store; Wm. L. Cohen, general store; Ernest C. Dunn, hotel; John S. Davis, insurance. Mr. Dunn has principal resources -- worth $100,000 or more.

Group appears confident of system's future, regardless of advent of TV stations. They believe towns too small to support more than one or 2 stations, whereas system can provide multiple services. They've retained McIntosh & Inglis as Washington consultants, conferred with FCC staff which welcomes test case. Construction would start 90 days after CP, be completed in 90 more, according to application.

Materials may prove tough nut to crack, if FCC does give approval. Just this week, for example, NPA announced turndown of request for 12 tons of steel, 1800 lbs. of copper, by Pennwire TV Co. (C.F. Gardner), which proposed to set up community systems in Lewistown, Burnham and Derry township, Pa., at cost of $85,000.

BROADCASTERS HAVE NEW CAUSE CELEBRE: If NBC can make its formulas stick, there will be brand new alignments of radio networks -- to say nothing of an entirely new economic modus operandi -- forced by impact of TV on radio as an advertising medium.

If plan sticks, it could even be pattern for future TV station-network relationships and sales operations, though that isn't suggested in project announced by executive v.p. Charles R. Denny Oct. 5 in 13-page statement. Basic proposals:

(1) Addition of 100 or more station affiliates for "more massive coverage" -- these to be "premium" outlets paying and receiving no pay for carrying sponsored network programs as audience and prestige builders.

(2) More programs to be piped to affiliates for local sponsorships on "pay as you sell" basis -- some 10 hours (40 quarter hours) per week of non-option time.

(3) Network advertisers to select any stations they wish, instead of contracting for minimum groups, as now required -- buying such tailor-made networks on one-time, alternate-week or non-consecutive basis as desired.

(4) Downward revision of sponsor rates charged for and paid to about half the present 171 NBC affiliates, upward revision of others -- not necessarily depending on TV competition (though that seems implicit in idea). This is subject to negotiation with individual stations. Over-all network rates would remain about same.

(5) Changes in network option time to free more evening hours to stations for local sponsorships, but to give network more morning-afternoon time to sell -- also a tacit admission of TV inroads on night audience.

Overtones of TV's impact are manifest throughout whole plan, which NBC stated was endorsed by SPAC, its stations planning & advisory committee at meetings this week under chairman Jack Harris (KPRC & KPRC-TV, Houston). SPAC's "basic economic study committee" is also headed by Mr. Harris and includes: Harold Essex, WSJS, Winston-Salem; Harry Bannister, WWJ & WWJ-TV, Detroit; C. Robert Thompson, WBEN & WBEN-TV, Buffalo.

While NBC indicates it's proceeding with some facets of plan at once, whole project is bound to take time, inevitably will react on other networks and particularly on present system of station sales representation -- and probably will highlight NBC's affiliates convention at Boca Raton, Fla., Nov. 28-Dec. 1.

IMPERATIVE NEED OF SELF-POLICING CODE: By all means read FCC Comr. Paul A. Walker's summary of complaints being received by Commission against certain TV-radio program practices. Salient excerpts from his Oct. 2 speech before churchmen's board are published as a Special Report herewith.

Comr. Walker both praises and damns -- but the crescendo of complaints is something the telecasting fraternity simply cannot afford to ignore.

Visual program content & timing is regarded so delicate a matter, in fact, that station manager we know won't carry any dramatizations, network or otherwise, unless he's supplied with synopsis in advance. He congratulated himself this week because he escaped a lulu -- about an unfaithful wife and a pregnant servant girl, with several shots of latter handled with extreme indelicacy. (Show was "Grace" -- on Tintair's Somerset Maugham Theatre on NBC-TV, Mon., Oct. 1, 9:30-10:30.)

Same manager limits commercials, naturally won't accept the 30-minute-long kind (Vol. 7:38), won't allow crime and horror stuff during children's waking hours.

The home isn't a theatre or a night club, and self-policing of TV demands considerably more severe restrictions than stage or movies -- of that there can be no doubt. Hence, no more serious problem faces TV today than the proposed new code of self-regulation on which NARTB-TV standards committee (Vol. 7:25,31,36) reached unanimous accord at Washington meetings Oct. 2-3.

Text of proposed code isn't being made public until full TV membership (68 of the 108 stations, 2 of the 4 networks) acts on it at Oct. 19 meeting in Chicago's Stevens Hotel. All 12 committeemen were present at Washington sessions, at which drafts by 4 subcommittees -- education & culture; news, public events, religion, controversial issues; advertising practices; standards observance -- were gone over and consolidated into one document expected to win at least informal FCC approval.

NARTB-TV gets off to good start with high-minded project like this, merits support of everybody in telecasting. While NBC-TV has published code of own, and CBS-TV is reported preparing one, whole industry may be expected to adhere to all-industry standards, once they have been adopted by station rank and file.

FEVER MOUNTS IN 'PAPER' FREEZE HEARING: Filing of statements in FCC's "paper allocations hearing" reached total of 736 this week -- indicating they'll number well into 4 figures by Nov. 26 deadline (Vol. 7:30). Nevertheless, feeling is universal that procedure is saving many months, if not years, of time in ending freeze.

Perhaps most significant of this week's filings was one from Sen. Johnson, who strongly reiterates his contentions that:

(1) Educational institutions, in his own Colorado at least, and probably in most other States, can't get funds to build and operate stations.

(2) Commercial stations should be required to set aside time for education.

"There has been some intense drum-beating throughout the country," he said, "designed to stampede the Commission into reserving channels for non-commercial educational purposes. In theory, and at first blush, this proposal shines with great lustre. As a practical matter, after close scrutiny, one observes that the brightness covers little ground and the glitter is only skin deep.

"TV is far too valuable as a national resource and much too intricate and delicate a process to be allowed to waste away through idleness, lack of funds and inexperience. I want this medium to be available to the people of Colorado now. I am positive that neither the University of Denver nor any other educational group will be ready during the next 10 years to apply for a license and state that they are 'fit, willing and able' to operate a TV station. What I want to avoid is creating a 'dog in the manger' situation."

So intent is the Senator on realigning FCC's proposed channel allocations to get more vhf into Denver, that he had consultant Grant Wrathall (who owns radio stations out West) present engineering affidavit & maps showing how it can be done.

With Sen. Johnson's powerful opposition, with prime advocate Comr. Hennock presumably leaving FCC, with educational counsel Telford Taylor going to new govt. post (Vol. 7:39) -- Commission may ease up somewhat on its reservation proposal,

perhaps in direction indicated by Chairman Coy: set time limit to reservation.

Educators are putting up stronger showing than many expected, some of their filings indicating intense study, a few actually claiming financial resources now on hand. Thus, it's considered unlikely FCC will drop reservation in toto.

* * * *

Lawyers and engineers are now exploring ways and means of smoothing post-freeze hearings to cut delays to bone. Communications Bar Assn. committees have been meeting, making suggestions. Final recommendations won't emerge for some time, but these are among topics considered:

(1) Cutoff date, with applications "frozen" for specific period.

(2) Length of time during which applications will be accepted after final freeze decision. Many lawyers and engineers are disturbed by FCC talk that one month may be enough (Vol. 7:36). In addition to flood of new applications to prepare, they expect 50% or more of existing 445 applications will have to be amended as to financial and legal data, virtually all of them as to technical data.

(3) Disposition of cases heard pre-freeze. There's nothing clear on this yet, but applicants who have been heard feel they have priority over others.

At FCC, there are really no decisions on any of these. FCC has yet to decide just how to go about making final decision. Though there's some talk of doing it piecemeal, one area at a time, such procedure is unlikely. "One big package," when it's all over, looks like the ticket.

As for oral presentations, these will be mighty rare, if not non-existent. Only possibility of these is where FCC is sure it will find itself over legal barrel. "Show cause" orders, where Commission proposes to switch channels of existing stations, may precipitate a very few oral hearings. But FCC may choose to avoid these by accepting alternative proposals offered by stations.

But true end of freeze -- stations on air -- is still in mists of future... 1953-54 (Vol. 7:36). One savvy Washington attorney soberly predicts hearings in every one of first 160 markets -- all cities down to 60,000 population -- with final FCC decisions taking up to 18-24 months.

MORE UHF ANSWERS—BY SARKES TARZIAN: That uhf reception problems are well in hand -- amply proved by many manufacturers -- was again emphasized this week when tuner-maker Sarkes Tarzian showed his wares in Bridgeport. And Mr. Tarzian, ever full of enthusiasm for TV, indicated willingness to go into station equipment manufacture in modest way to assist small-town station entrepreneurs like himself.

Builder-operator of WTTV in nation's smallest TV city, Bloomington, Ind. (pop. 28,000), Tarzian is also biggest maker of switch-tuners -- though his output is nowhere near that of giant in field Standard Coil (turret type).

Tarzian showed some 60 engineers from 20-odd companies his answers to uhf and described his approach to problem. To us, after our fifth Bridgeport trip, it appears that his uhf tuners shape up about as well as his successful vhf units and the uhf devices of other manufacturers (Vol. 7:14-23).

Mild-mannered, highly respected Sarkes Tarzian's first pitch is a new vhf tuner, TT16, so designed that uhf tuner can be added by simple plug-in. He urged that set designers build future receivers around tuner in such fashion, with uhf dial and all, that uhf tuner may be added by mere layman.

He decries removing vhf strip and replacing it with uhf -- a la Zenith, Standard Coil, et al -- deploring loss of any vhf channel. Both an all-channel continuous tuner and a single-channel unit are offered. Though principal aim is to get new vhf tuner into sets, company now has uhf tuners for existing sets. For these, vhf & uhf antennas are hooked into the tuner and tuner feeds into sets's antenna terminals. Uhf is tuned on Channel 2 or 3.

If it's self-powered, all-channel unit should retail at $39, single-channel at $22.50, Tarzian said. If set's power is used, price is about $10 less for each.

Engineers seemed satisfied with performance, as demonstrated at Hotel Barnum -- though Giants-Dodgers final playoff game certainly took minds off technicalities

for awhile. As usual, engineers won't rest until they can get their hands on tuners and test them under adverse conditions. But Tarzian isn't sending samples yet, says uhf stations must be more imminent before he'll give others chance to copy.

* * * *

As for uhf's potential, he's quite enthusiastic, saying: "I see no reason why it won't give as good service as vhf. We still don't have the right receiving tubes, but we will. Eventually, we'll have vhf & uhf on the same tuner.

Oscillator radiation problem, once a cause celebre at FCC, with overtones of govt. regulation (Vol. 6:23), has been licked with much less fanfare than feat warrants. For example, Tarzian says his present vhf tuners radiate no more than 25 uv/m at 100 ft. on Channels 2-6 or 50 uv/m on Channels 7-13. This compares with RTMA-recommended 50 & 150 uv/m for respective channel groups. His uhf tuners, says Tarzian, radiate well within RTMA limits. He believes that achievement of uhf via strips may prove serious in this respect.

Roundup on uhf tuners and sets has been written for November Radio-Electronics Magazine by Rudy Frank, promotion manager of WELI, in nearby New Haven, whose home has served as unique testing ground for most units announced to date (Vol. 7:15). December issue will contain his description of uhf antennas.

So successful is his WTTV, Bloomington, which has turned the profit corner, that Tarzian says he's willing to show other small-town aspirants "how to do it." "In fact," he says, "though we aren't looking for business, if someone wants us to, we'll equip such stations completely, at about $150,000, instead of the $250,000-$300,000 it would otherwise cost." He means "the works," he says, including 2-kw transmitter about like WTTV's (Channel 10).

FEW TV-RADIO CONSTRUCTION TURNDOWNS: Surprisingly few TV-radio building projects have been rejected by NPA for fourth quarter -- only 6 (3 TV, 3 radio) out of total of 2195 turndowns handed out by Govt. to all industries.

Fifteen broadcast construction projects, on other hand, have been listed to date as approved by NPA (Vol. 7:37-39) -- out of mere 180 approved construction projects of all types announced so far. More approvals are yet to be announced.

And CBS got govt. OK and allocation of fourth quarter materials for its big $5,330,000 "Television City" studios on Gilmore Stadium site in Los Angeles -- to become 16th broadcast construction approval for this quarter. (NPA erroneously listed CBS project as rejected in tabulation released this weekend.)

Three TV studio projects were turned down for fourth quarter -- no reasons given -- but these may reapply for first quarter 1952. They were DuMont and CBS in New York, scheduled to be built at cost of $1,150,000 and $230,000, respectively, and WJBK-TV, Detroit, $169,200.

The 3 radio station construction bids rejected were: KSOO, Sioux Falls, S.D., $19,000; WJAM, Marion, Ala., $12,000; KABR, Aberdeen, S.D., $4564. KSOO has CP for power boost; neither of latter two is on air, both have CPs.

COMR. FRIEDA HENNOCK'S chances for New York Federal judgeship (Vol. 7:39) didn't seem bright this week—but bulk of her support is yet to come. This week, Comrs. Coy, Walker, Jones and Communications Bar Assn. president Wm. Porter appeared in her behalf before closed sessions of Senate Judiciary Committee. Chairman Pat McCarran (D-Nev.) says it's unlikely that hearings, which adjourned Oct. 3 after 2 days' sessions, will resume before Oct. 15. Miss Hennock became ill, didn't attend Oct. 3 session.

Hearings continued closed, will resume same. Sen. McCarran says he doesn't know whether Miss Hennock will testify in her own behalf. "She hasn't conferred with me about it," he said.

Hearings continue to range entire gamut of Miss Hennock's qualifications. One Senator wondered why commissioners and industry representatives "seemed so eager to get her off the Commission." Another, when told of her single-minded advocacy of educational TV reservation, asked: "Do you think that's a judicial temperament?" There were other even rougher charges.

Opposing Miss Hennock this week were Judges John Mullen and James G. Wallace, of New York City Court of General Sessions. Reportedly due to testify for her are: Justice Agnes Craig, New York City Municipal Court; Jacob Holtzman, New York State Board of Regents; many representatives of women's attorneys' associations; spokesman for Joint Committee on Educational Television. There was speculation that Judiciary Committee wouldn't act this session, due to adjourn by end of month, leaving way for recess appointment, but that possibility didn't appear strong at week's end.

Walter I. Griffith, 73, onetime director of Iowa State College's WOI and ex-president of National Assn. of Educational Broadcasters, died Sept. 29 at home in Ames, Ia.

Personal Notes: Earl I. Sponable, technical director, 20th Century-Fox and pioneer TV technician, to be honored at SMPTE convention in Hollywood Oct. 15-19 with awards of both the Society's Progress Medal and the Samuel L. Warner Memorial Award; he's past president of SMPTE . . . Harry Mason Smith, WLW sales v.p., placed in charge of sales of all Crosley stations (WLW & WINS and TV stations WLWT, WLWD, WLWC) as Crosley promotes John T. Murphy TV operations director and mgr. of WLWT, and Kieran T. Murphy, controller, to vice presidencies . . . Joe Baudino, gen. mgr., Westinghouse Radio Stations, elected v.p. & director; he succeeded Walter E. Benoit July 1, latter having been made gen. mgr. of new Westinghouse Air-Arm Div., Baltimore . . . George Heinemann, TV operations mgr., succeeds Art Jacobson, NBC-TV program mgr., Chicago . . . Frank U. Fletcher and John H. Midlen have dissolved law partnership, will practice independently, both with offices in Munsey Bldg., Washington, former's phone National 5308, latter's Metropolitan 6006 . . . Horace L. Lohnes, veteran Washington radio attorney, elected president of George Washington U Alumni Assn. . . . Betty Forsling, ex-TV-radio editor, *Newsweek*, joins ABC-TV as asst. national director of program dept. . . . Robin D. Compton, ex-NBC, ex-chief engineer of old WOIC, Washington (now WTOP-TV), joins Washington consulting engineering staff of George C. Davis . . . Charles J. Keys named director of newsreel dept., WFIL-TV, Philadelphia, Wm. C. Driscoll resigning to become editor of Telenews Productions Inc., N. Y. . . . Gerry Martin resigns as TV director, Duane Jones Agency, to join Geyer, Newell & Ganger . . . Sam J. Slate, program director for British Broadcasting Corp. New York office since 1945, appointed director of programs & special events, WCBS, New York CBS Radio key . . . Ole G. Morby, ex-asst. sales mgr., CBS Pacific Network and KNX, named CBS West Coast radio station relations director . . . John Bainbridge, ex-KFMB-TV, San Diego, joins Walter McCreery Inc., Los Angeles . . . Jose diDonato, ex-Petry and recently with Robert W. Orr & Associates, joins Harry B. Cohen Adv. Agency Oct. 10 as TV-radio director, Howard Nussbaum becoming special asst. to Mr. Cohen . . . Richard H. Close shifted from Eastern mgr. of radio spot sales to TV spot sales, Robert J. Leder succeeding him . . . Wilmot Losee, gen. mgr. of Crosley's WINS, New York, resigns to open New York rep office for Ralph Atlass radio stations (WMCA, New York; WIND, Chicago; WLOL, Minneapolis; KIOA, Des Moines); his successor at WINS is Harry Foltz, ex-asst. sales mgr., WLW . . . Arnold Wilkes named public service director, WBAL & WBAL-TV, Baltimore, succeeded as program mgr. by Jerre Wyatt . . . Robert Hibbard, operations director of WGN-TV, Chicago, recalled to Army as reserve captain . . . Goar Mestre, president of CMQ & CMQ-TV, Havana, recipient Oct. 5 of Export Advertising Assn. award of merit . . . John W. Pacey, acting, promoted to ABC director of public affairs . . . Arthur F. Monroe resigns from J. M. Mathes Inc. to join Capehart-Farnsworth, succeeded as agency's public relations-publicity director by Warren Cox.

Station Accounts: Reuben H. Donnelley & Sons Co., handling coupon distribution for 28 products (including Old Dutch Cleanser, Wrisley Soaps, Maxwell House Coffee, Waxtex Paper, Glosstex Starch, Wesson Oil, Felso, Libby's Pineapple Juice, Hilex Bleach, Perk Dog Food, Duncan Hines Cakes, Perfex Super Cleaner), testing TV spots in Chicago, Detroit, Cincinnati, Columbus, thru Fulton, Morrissey Co., Chicago . . . Coffee Time Co. (coffee carbonated beverage), whose executive v.p. is Rudy Vallee, plans TV in N. Y. area soon, thru Harry Paul Associates, Boston . . . Greyhound Bus Lines starts campaign of 20-second spots on 66 TV stations in 50 markets, budgeted for $250,000 for Oct.-thru-Dec., thru Beaumont & Hohman, Chicago . . . Philip Morris & Co. testing for Dunhill cigarettes on all 3 Cleveland stations, thru Biow Co., N. Y. . . . United Airlines, sponsoring *Harry Owens Royal Hawaiians* on KTLA, Los Angeles, Fri. 8-8:30 p.m., adds KGO-TV, San Francisco, Sun. 9:30-10 p.m., flying KTLA producer Klaus Landsberg and entire cast to bay city each week in special plane for the repeat performances . . . Arnold Bakers Inc. sponsoring *Arnold Short Story Theater* on WJZ-TV, Wed. 11-11:15 p.m., including two 5-min. capsule dramas produced in Hollywood by Mark Fredericks . . . Swift & Co. buys 5-a-week feature films for 52 weeks on WPIX, New York, 7:15-8:15 p.m., thru J. Walter Thompson . . . Higgins Inc., noted shipbuilder, buys 6:55-7 p.m. weather reports weekdays on WDSU-TV, New Orleans . . . GE making available to dealers-distributors film spots advertising its TV sets, to be placed locally . . . Among other advertisers reported using or preparing to use TV: Domestic Sewing Machine Co., thru Fuller & Smith & Ross, Cleveland; Catalina Inc. (bathing suits, sweaters), thru David S. Hillman Inc., Los Angeles; Wayne County Produce Co. (apple sauce), thru Rose-Martin Inc., N. Y. (WCBS-TV); Cats Paw Rubber Co. (heels & soles), thru S. A. Levyne Co., Baltimore; Kyron Foundation Inc. (dietary aid), thru Simmonds & Simmonds, Chicago; Clopay Corp. (shades, drapes, curtains), thru Farson, Huff & Northlich, Cincinnati; Standard Milling Co. (Ceresota, Hecker's flour), thru John W. Shaw Adv., Chicago; Somnyl Pharmacal Corp. of America (Nu-Pax sedative), thru Emil Mogul Co., N. Y. (WNBT); Dolcin Corp. (Kendrin analgesic tablets), thru Victor van der Linde Co., N. Y. (WJZ-TV); Gorton-Pew Fisheries (Gorton's sea foods), thru H. B. Humphery, Ailey & Richards Inc., Boston (WXYZ-TV); U. S. Envelope Co. (Self-Seal envelopes), thru S. R. Leon Co., N. Y. (WTVJ); Atlantis Sales Corp. (Good Luck pie mix & filling), thru J. Walter Thompson, N. Y. (WTVJ); Arthur Brown & Bros. (art supplies), thru Huber Hoge & Sons, N. Y. (WPTZ); Thomson Porcelite Paint Co. (paints & enamels), thru Wayne Adv. Agency, Philadelphia (WPTZ); Waring Products Corp., subsidiary of Claude Neon Inc. (Waring blendors & steam irons), thru Hicks & Greist Inc., N. Y.

Network Accounts: Chesterfield assumed sponsorship of Giants-Dodgers playoffs on NBC-TV Oct. 2-3, after CBS-TV had televised first game coast-to-coast as public service . . . Gillette, sponsor of World Series and under contract for Rose Bowl game, has signed to sponsor Army-Navy game from Philadelphia Dec. 1, starting at 2 p.m. EST on NBC-TV; Westinghouse, on same network, will sponsor Notre Dame-USC game from Los Angeles same day, starting at 2 p.m. PST (5 p.m. EST) . . . Ekco Products Co. (Ekco kitchenware) starting Oct. 9 sponsors 8-8:15 portion of *Frank Sinatra Show* on CBS-TV, Tue. 8-9, thru Earle Ludgin & Co., Chicago . . . Hudnut Sales Co. Inc. (cosmetics) starting Oct. 8 sponsors Mon.-Wed.-Fri. 12:45-1 segments of *Frances Langford-Don Ameche Show* on ABC-TV, Mon. thru Fri., noon-1, thru Kenyon & Eckhardt, N. Y. . . . Minute Maid Corp. (frozen orange juice concentrate) starting Oct. 31 will sponsor Wed. segment of *Gayelord Hauser Show* on ABC-TV, Wed. & Fri. 1-1:15 p.m., thru Ted Bates & Co., N. Y. . . . General Mills (cereal tray & cake mixes) starting Nov. 3 will sponsor *Betty Crocker Star Time* on ABC-TV, Sat. noon-12:30, thru Dancer-Fitzgerald-Sample, N. Y. . . . Philco Corp. starting Oct. 14 shares alt. week sponsorship with Goodyear of *Television Playhouse* on NBC-TV, Sun. 9-10, thru Hutchins Adv. and Young & Rubicam, respectively.

Argentina's first TV station, LR3-TV in Buenos Aires, now testing and due to go into full commercial operation Oct. 17 (Vol. 7:36), will be followed by 2 more in Buenos Aires, 2 in Rosario and one each in Cordoba and Mendoza, according to Argentine reports. Equipment was purchased by Radio Belgrano y Primera Cadena Argentina de Broadcasting, S.A., from IT&T's International Standard Electric Corp., produced by Federal, and installed by W. J. Andrews, an American engineer. LR3-TV has 2 studios in Alvear Palace Hotel (3 cameras each), plus film studio, and antenna is atop Ministerias de Obras Publicas Bldg. It uses 5-kw FTL-19A transmitter operating on Channel 7 into 8-bay antenna providing ERP of 45 kw. STL links transmitter and studio, 3 kilometers apart.

Three TV networks cooperated in unscheduled first coast-to-coast baseball telecast Oct. 1 of first Giants-Dodgers National League pennant playoff game—in hectic last-minute maneuverings. Game was telecast in New York by WOR-TV, was carried by CBS network. It was put on cable by ABC-TV, which has studios adjoining WOR's. NBC gave up its reserved time on the microwave-cable link to permit the telecast—in exchange for CBS' release of its time Oct. 2 and 3 so NBC could carry last 2 playoff games. First game was sponsored locally by Schaefer Beer, but commercials were cut off the network feed. Last 2 games were telecast by WPIX in New York, NBC elsewhere, with Chesterfield as sponsor.

NBC has closed deal for old Vitagraph film studios in Brooklyn, covering block bounded by Locust & Avenue M and East 13th & 14th Streets, at reported price of $500,000. Negotiations with Warner Bros. were conducted by Joseph V. Heffernan, NBC financial v.p., network taking possession immediately after deal was closed Oct. 3. In one of buildings on site, TV studio 85x185 ft. (15,725 sq. ft.) is being built. NBC also announced plans for new TV studio in Chicago Merchandise Mart headquarters, for which it got NPA approval a few weeks ago (Vol. 7:37).

Oct. 1 sets-in-use, reported since NBC Research's "census" of Sept. 1 (Vol. 7:39): Miami 86,300, up 10,300; Washington 288,650, up 7650; Omaha 89,950, up 7250; Fort Worth-Dallas 135,656, up 5656; Memphis 98,769, up 5569; Greensboro 78,463, up 4563; Utica 53,000, up 3000.

First international TV pickup will be NBC-TV telecast of Oct. 15 welcoming ceremonies for Princess Elizabeth and Duke of Edinburgh at Windsor, Ont., across river from Detroit, program to originate from WWJ-TV's mobile unit.

"Nation's Oldest 8D21 TV Tube Dies in Action at KING-TV, Seattle," headlines RCA press release. Transmitting tube was 9254.8 hours old, "a new longevity record for this type of tube," said obituary.

Comprehensive article on TV boosters, for fringe area reception, is carried in October *Radio & Television News*. Written by Milton S. Kiver, it includes technical description, pictures, prices, list of 26 booster manufacturers.

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Financial Miscellany: Sylvania reported considering additional financing in form of $25,000,000 bonds and $15,000,000 of convertible issue, proceeds to be used partly to refund present bonds, but it's still only in "talking stage," says *Retailing Daily* . . . Hoffman Radio took no dividend action for Oct. 7, though previously has been paying 25¢ quarterly . . . Blaw-Knox earnings this year placed by "street sources" at $2.25 a share compared with $2.27 in 1950, says *Wall Street Journal* . . . Tung-Sol has rearranged common stock dividend dates to Dec. 1, March 1, June 1, Sept. 1 . . . Technicolor Corp. president Dr. Herbert K. Kalmus announces $2,000,000 expansion program, embracing 60,000,000-ft. more capacity by early 1952 with goal of 600,000,000 ft.

Financial & Trade Notes: One of the keener observers of TV in the financial community, Sidney B. Lurie of Paine, Webber, Jackson & Curtis, doesn't see any handwriting on the wall that motion picture industry is doomed by TV. While he concedes attendance may never again reach 1946's high, he thinks movie industry "has passed the peak of its troubles" and sees strong possibility that "a substantial portion of the lost audience can be regained."

Mr. Lurie makes these points in bulletin titled *The Motion Picture Stocks—A Progress Report:*

(1) Not only did trend of motion picture attendance turn upward this summer, but "the upturn has continued through September despite the return of the top TV shows to the air." Film popularity is on upgrade—having hit rock bottom in first half 1951—because of better pictures today and because public now is spending less of its dollar for "hard goods."

(2) TV's "major immediate impact [on boxoffice] already has been witnessed—and measured. The novelty seems to be wearing off—and the talent voraciousness of TV probably means an average level of program quality which can't compete with a really top-notch motion picture." And, when new-station freeze is over and there are new TV areas: "The prospective gain in attendance in presently served TV areas might provide a cushion which easily absorbs any losses later resulting from new stations in new areas." It's Lurie's belief that movies will inevitably find "positive constructive answer to today's competitive threats . . . whether it be subscription TV, theatre TV, or 3-dimensional screens."

(3) Motion picture industry is working to reduce costs to point where profit can be obtained at current attendance levels—with substantially all cost of each picture "written off" in first year of distribution.

(4) Film export picture is bright. "American pictures today are supreme throughout the world [and] with various countries having eased their exchange restrictions and quotas in the past year, 1951 dollar remittances will be among the highest on record."

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Scott Radio Laboratories Inc., Chicago, and John Meck Industries Inc., Plymouth, Ind., both controlled by John S. Meck, will be merged in plan which Meck stockholders will be asked to ratify Oct. 15, Scott stockholders Oct. 23. Plan is for Scott to absorb Meck by issuance of 1.3 shares of Scott stock for each share of Meck, with John Meck Industries surrendering its holdings of 131,600 shares of Scott. Mr. Meck, president of JMI, has been president of Scott since April 1950.

New RCA board member is Mrs. Douglas Horton, ex-president of Wellesley College, now on NBC board, who as Capt. Mildred McAfee commanded the Waves during World War II. She's first woman member, was elected Oct. 5 to succeed Arthur E. Braun, of Pittsburgh's Mellon Bank, resigned.

Thompson Products Inc., Cleveland, big aircraft parts maker, has acquired Antenna Research Laboratory, Columbus, plans volume production of antennas, including TV; L. W. Reeves, Thompson v.p. who set up its electronics div., has named A. L. Pomeroy acting mgr., antenna div.

Raytheon reports net profit of $110,000 on sales of $16,756,000 for quarter ended Aug. 31 vs. $568,000 on sales of $17,834,000 in same 1950 period—TV accounting for drop, all other divisions up.

Dividends: RCA, 50¢ payable Nov. 26 to stockholders of record Oct. 19; Zenith Radio, 50¢ payable Oct. 31 to holders Oct. 17; Tung-Sol, pfd., 20¢ payable Nov. 1 to holders Oct. 17; Outlet Co. (WJAR & WJAR-TV), $1.25 payable Nov. 1 to holders Oct. 22.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
October 6, 1951

FOR 1952—NPA CONSERVATION ORDERS: Conservation...simplification...standardization -- these words are heard more and more around govt. production control agencies.

Constantly discussed are regulations that would tell practically all industries what they can and cannot do with materials doled out to them.

For maximum production from minimum materials by civilian and defense-supporting industries, best information is that NPA is planning series of orders and programs to enforce conservation. Most of these orders won't come until next year -- probably until second quarter. And industry committees will be asked for advice before they are prepared.

Here are examples of restrictions which may be imposed on TV-radio industry -- some are already being considered; others merely have been suggested within NPA:

(1) Ban on metal cabinets and brass, aluminum and stainless steel trim on TV-radio sets and other electronic equipment.

(2) Standardization and elimination of many receiving & picture tube types.

(3) Limitation of number of models each manufacturer may produce. For instance, NPA could standardize on 14, 17 & 20-in. TV sets and limit manufacturers' lines to one console and one table model of each.

(4) Limitation of amount of aluminum in TV and auto radio antennas.

STATISTICS POINT UP FAVORABLE TRENDS: "Still going good," is word from all levels of the TV trade -- well supported by industry statistics.

Final September week, ending Sept. 28, saw production continue to inch up, while factory inventories took another dive of nearly 50,000. It was ninth straight week of declining inventories.

Week's production was 81,946 TV sets (1681 private label), up from 78,548 the week before (Vol. 7:39), bringing September's 5 statistical weeks' total to 331,379 (subject to later revision by RTMA statisticians).

September output figure compares with August's 146,705, July's 152,306. Thus, third quarter total is 630,390, as against second quarter's 1,134,836, first quarter's 2,199,669 -- for 9-month total of just under 4,000,000.

Will year's output go much beyond 5,000,000 with 3 months to go? Prospects are good -- but it all depends on continued demand for sets and availability of materials to set makers. Right now, inventories are being consumed, and nearly everybody feels confident these will be in reasonable balance to output by end of year.

* * * *

Factory inventory of 462,896 as of Sept. 28 compares with peak of 768,766 last Aug. 3 (Vol. 7:32), and is down from 510,100 end of preceding week (Vol. 7:39). It puts factories at about position they were at beginning of last May, when figure was 474,541. But picture isn't nearly so bleak as then, for distributor inventories then were about 650,000 and dealer inventories were unknown quantity but piling up.

Distributor inventory count by RTMA is always month behind factory figures. It stood at about 680,000 at end of August. New Dun & Bradstreet dealer count, also month behind, was estimated at 800-900,000 as of Sept. 1 compared with the 900,000-1,150,000 estimate of month earlier (Vol. 7:35).

Radio production was 222,257 units (98,045 private) for Sept. 28 week, with inventories 381,556. Week before, the figures were 240,494 & 388,919, respectively. Month's radio production thus was 1,091,042, which, added to August's 563,407 and July's 548,495, brings third quarter total to just under 2,203,000. First quarter radios were 4,135,111, second 3,730,219 -- so 9-month total is just over 10,000,000.

Sept. 28 week's radios were 125,373 home, 20,901 portables, 75,983 auto.

It's apparent TV-radio trade is enjoying same upswing as most other appliances still in supply, judging from optimistic reports in business press. "The lift is off the bottom," said report of business survey committee of National Assn. of Purchasing Agents, but it cautions that's "not indicative of a boom in general business the balance of the year."

Near-term outlook is for higher prices for TV sets, once old stock is gone. New lines are generally priced higher, production is subject to ever-tightening materials controls, probable lower output rate, increasing labor costs. If demand continues high, prices have "nowhere to go but up."

Long-term, there's scant doubt about enormous future prospects for TV -- once freeze is lifted, new stations built, new markets opened up. That's assuming that, by then, civilian and defense economies are brought into promised equilibrium.

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In that connection, it's worth contemplating what GE's Dr. W.R.G. Baker recently listed as 4 principal factors affecting growth of TV after freeze thaws:

(1) Economic: "We will still be in the middle of an expanding economy, with our national gross product reaching a new high of some $310 billion or more a year, due in part to the heavy Federal military expenditures, to the Govt.'s deficit spending and to a dropping, but still fairly adequate, supply of consumer products, and a high level of disposable income."

(2) Political: "We are, and barring an all-out war, will be in 1952 living in a garrison state, a controlled economy, with definite limitations on the amount of civilian production and with controls on profits, wages and prices."

(3) Production: "If the present pattern of mobilization is followed, there will not be available for manufacture of TV sufficient critical materials for industry to produce more than 5,000,000 sets in 1952. It may even be 4,000,000 or less, if proposed restrictions on critical materials are adhered to rigidly. It might even be fewer sets if nickel is unavailable for receiving tubes.

"It takes a long time for many of the military contracts to build up to any volume, and that is particularly true for complicated military electronic equipment requiring a large amount of engineering. The major drain on the supply of critical basic materials will fall most heavily in 1952 and early 1953."

(4) Scientific: "Improved black-and-white receivers for uhf as well as vhf will be available. Picture tube sizes are still increasing. No compatible color receiver of an all-electronic type will have been developed to the point that it will be in quantity production by the time the freeze is unfrozen."

CUTBACKS BITING NOW—TROUBLE AHEAD: Let's not kid ourselves -- there'll be tough times ahead. TV-radio-appliance production is bound to dip further as inventories of materials are used up, metal rations get tighter and component shortages develop.

Some of the optimistic statements by high govt. officials recently do not appear to be borne out by the facts. It's known that these same men -- in off-the-record remarks -- see plenty trouble ahead in production situation.

While NPA was telling industry groups this week that consumer durable goods may get 10% less copper and aluminum during first-quarter 1952, for example, Defense Mobilizer Charles E. Wilson reported to the President and the public that civilian manufacturers may get enough materials during first quarter to allow them to operate "substantially at fourth-quarter levels" (see Mobilization Notes, p. 11). This is a view we haven't heard from any other production control official.

To satisfy total military and civilian demand for metal in first quarter would require: 205% of total available supply of structural steel; 160% of alloy steel; 170% of stainless steel; 166% of copper wire; 177% of aluminum.

Already these shortages have bitten heavily into appliance output. GE and Westinghouse are eliminating from their lines some small appliances such as waffle irons and sandwich grills, and GE is cutting refrigerator output to 50% of first-quarter level. Shortages of nickel, steel, copper and zinc were blamed for shutdown this week of GE's Hotpoint plant in Milwaukee, which idled 600 workers.

That material shortages are going to hurt this quarter, is indicated already

by widespread claims of brand-name TV manufacturers that distributors are demanding all the sets they can now supply. Bendix, for instance, says some of its models are on allocation to distributors "despite the fact that production lines...are moving on regular schedules based on copper allotments."

"Our own CMP allocations would restrict our fourth-quarter production to a fraction of the 1950 period," declared Magnavox president Frank Freimann this week. "Inventories generally are not large enough to compensate for production curtailments in the offing," he said. "The apparent uncertainty that still prevails in relation to the industry is inconsistent with the govt.-enforced production cutbacks that will prevail in the coming months."

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Another cut in fourth-quarter steel-copper-aluminum was announced Oct. 1 by NPA -- in form of ruling that any unfilled order calling for third-quarter delivery which is not shipped by Oct. 7 must be charged against fourth-quarter CMP allotment. Move was necessary to break log-jam of undelivered orders backed up on mill order boards -- but no matter how you slice it, it's a cut in metals for this quarter.

Fourth-quarter copper crisis has been relieved somewhat by withdrawal of 30,000 tons from govt. stockpile, but there's still strong possibility some users won't get their full fourth-quarter allotments. And stockpile withdrawals must be paid back within year.

Aluminum is now most serious item in fourth-quarter picture -- due to the drought-induced power shortage in Pacific Northwest. Although dry spell apparently is over, much production was lost, and aluminum stockpile is too low to draw on.

Acute aluminum-copper shortage in first and second quarters of 1952 was predicted this week by DPA-NPA chief Manly Fleischmann -- because of rising military "take" of these metals. While govt.-sponsored expansion program should blot out the aluminum shortage by end of next year, he said, "the shortage of copper, like death and taxes, will always be with us."

There's less copper available this year than last, in face of far greater demand, says Frank Hayes, NPA's top copper expert; "and in 1952, and running into 1953, we will be very fortunate if we can maintain our present [copper] production."

Trade Personals: Michael D. Kelly, promoted from asst. to TV sales mgr., Hallicrafters, succeeding Paul H. Eckstein, resigned to form own electronics sales rep firm with offices in Pure Oil Bldg., Chicago . . . John Mahoney, Hallicrafters sales promotion mgr., succeeds Charles J. Nesbitt as adv.-public relations mgr., Mr. Nesbitt joining Critchfield & Co., Chicago ad agency headed by his father . . . Other Hallicrafters executive appointments, mainly promotions, announced this week by Wm. J. Halligan, president: Wm. J. Halligan Jr., communications radio sales mgr., named radio sales mgr.; Wm. S. Wright, works mgr., to operations mgr.; Fred T. Page, ex-Ford, controller; J. C. Matthews, asst., to purchasing director; Rudolph W. Westerfield, director of procurement, to executive staff . . . James C. P. Long, head chief of Navy Dept. material coordination section, joins Washington engineering staff of Sprague Electric Co. as asst. to John P. Sheridan . . . James R. Hill, ex-Herbert H. Horn Co., joins Hoffman Radio in charge of TV parts warranty program, succeeded as gen. service mgr. at Horn by Clarke Latimer . . . Marshall C. Wells named sales promotion mgr., Hoffman Sales Corp., Los Angeles . . . James B. Ferguson named chief engineer, Link Radio, with F. A. Schaner in charge of govt. accounts; Harold Heimark, commercial; J. W. Campbell, engineering coordination . . . Ignatius Volpe, ex-Air King and Jewel Radio, named chief engineer, Steelman Phonograph & Radio . . . George M. Johnson, South-Southeast regional sales mgr., named mgr. of Chicago sales branch, Stewart-Warner TV-radio div. . . . Paul P. Pierson named mgr. of new Crosley Distributing Corp. branch in Omaha; Crosley now operates own branches in New York, St. Louis, Atlanta, Albany, Portland, Ore.

SELF-FOCUSING PICTURE TUBES now comprise DuMont's entire output, and similar tubes are in production or planned by other major manufacturers. DuMont, having discontinued manufacture of conventional magnetic focusing types, is producing new zero-voltage "automatic" electrostatic focus tube (Vol. 7:20-21, 33-34) in 17, 20 & 21-in. sizes, and will put it into new receiver line.

GE is manufacturing its own version of the zero-voltage tube, also in 17, 20 & 21-in., but is still turning out magnetic focusing tubes, too. RCA this week announced new low-voltage electrostatic focus 17-in. similar to DuMont's, but with provision for adjusting focus voltage, although "focus is automatically maintained." Sylvania is known to have similar tube in the works, and Rauland has been making low-voltage tubes for some time (Vol. 7:12).

Although new tube is more difficult to manufacture than old types, it makes possible savings in cost of set manufacture, and—more important—in such strategic materials as cobalt, copper and steel. Tube manufacturers variously estimate use of new tubes will save set makers from 75¢ to $4 per set by eliminating or simplifying focus circuits.

"Ham" radio operators were granted priorities to buy parts and equipment Oct. 4 in NPA Order M-85. Order provides that members of 9 major military and emergency networks can each purchase $200 worth of priority orders on self-certifying basis. Other amateurs will be limited to $100 in rated orders. Regulation permits amateurs to pool their quotas "to meet unusual needs." The "ham" priority action was requested by defense agencies, Amateur Radio Relay League and electronic parts, components distributors.

Topics & Trends of TV Trade: A $2,000,000 promotion—including what is probably biggest giveaway contest in history—is planned by Crosley to push its new line of TVs, radios and appliances. "American Way of Life" essay contest, announced Oct. 3, will feature 5000-6000 merchandise and cash prizes, including national first prize of $10,000. In addition, Crosley will present $500,000 to churches and charities selected by contest winners. Primary purpose of huge promotion, said v.p. William A. Blees, is to counteract the "demoralizing" effect of TV-appliance price cutting. Further production cutbacks were predicted by v.p.-gen. mgr. John W. Craig, but he said this will be offset partially by technological advances.

DuMont's industrial color equipment (Vol. 6:9-10)—field sequential, 18 mc, 180 fields, 12½-in. monitors—will be used to view ramjet engine tests Oct. 9-12 for National Advisory Committee for Aeronautics, Lewis Laboratory, Cleveland. Some 1200 military and aircraft industry visitors are expected to observe demonstrations, to be conducted by DuMont engineer Patrick Gallagher.

RCA Victor's entry into air-conditioner field, selling units under own brand and made to its specifications by Fedders-Quigan Corp., Buffalo (Vol. 7:39), will come under jurisdiction of distribution v.p. Robert Seidel; RCA distributors will handle, for most part. RCA arrangement with Fedders-Quigan, it's said, is much same as that of Philco with York Corp.

RTMA reports only fraction of govt. orders, unknown percentage of total, but that fraction is illustrative of overall increase. Second quarter orders totaled $324,493,087, compared with first quarter's $184,216,795. Radar is biggest single group, amounting to $187,598,079, "communications apparatus" second with $115,500,969.

Picture tube sales by RTMA members in August totaled 210,043, worth $4,327,234, up nicely from July's 89,144, valued at $1,858,930. Figure for first 8 months is 2,851,222, worth $72,714,437. Of August sales, 98% were 16-in. and up, 93% rectangular.

Hoffman Radio ups prices of 7 new models, including $10 more on 17-in. consoles (now $350 & $360), $30 on 17-in. tables (now $260 & $270), $40 on 24-in. consoles (now $635 & $650).

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Trade Miscellany: New York dept. store sales in Sept., running 8.5% lower than same month of 1950, showed consistent TV-radio declines, according to monthly *Herald Tribune* survey revealing 11 stores with percentage declines ranging from 13 to 83 . . . Kansas City Electric Assn. sponsoring $12,000 campaign of 608 spots on 5 local radio stations to promote TV set sales, theme being "The Richest Man Cannot Buy All the Entertainment Your Family Can Have Free—on TV"; dozen distributors and Kansas City Power & Light Co. have pooled to underwrite campaign . . . August TV set sales in Washington area, according to Electric Institute, totaled 3550 vs. 10,216 in August 1950; cumulative for Jan.-thru-Aug. was 28,829 vs. 47,848 . . . Gimbels N. Y. advertising own-brand TVs (reported made by Regal) at $128 for 17-in. table, $158 console; $148 for 20-in. table, $188 console . . . Zenith shipments during Sept. totaled some $12,000,000, double August's, according to trade reports . . . Crosley reported planning to add room air conditioner and a dishwasher to appliance line . . . Magnavox price guarantee, made June 15 to last to Nov. 1, extended to Dec. 15.

GE reached agreement with IUE-CIO Oct. 4 on pact providing 2½% pay boost for 70,000 workers in 55 plants, with minimum increase of 3½¢ an hour, as well as escalator cost-of-living wage adjustment providing 1% wage increase for each 1% rise in living cost index, adjustments to be made March 15 and Sept. 15.

Mobilization Notes: Good level of civilian production can be maintained in first-quarter 1952, said Defense Mobilizer Charles E. Wilson this week in report to the President. He predicted no cutbacks heavy enough to "force many plants to close completely at a time when the military program does not require the plants nor the manpower." He pledged effort to keep civilian plants operating above "break-even point," and said "actual production levels [in fourth quarter] will probably be higher than the allotment percentages indicate, and close to levels that prevailed prior to 1950 [because of] inventories of materials on hand, substitution of less critical materials, and many ingenious conservation techniques."

As for shortages of consumer goods, Wilson said they may be avoided in 1952 if demand stays low. "In the radio and TV market, for example, consumer demand has not been high enough to eliminate some unemployment in the industry. An inventory of 2,000,000 TV sets and 3,000,000 radios is available to help offset the temporary production decreases that will be necessary as military demands upon the electronics industry increase."

TV-radio production chart, illustrating report, shows estimated future output, using 1949 as base. Production in 1950 (7,400,000 TVs, 14,500,000 radios) was 222% higher than 1949, and 1951 production is shown as about 180% of 1949 (or 6,000,000 TVs, 12,200,000 radios). Chart also forecast 1952 production at 5,000,000 TVs, 9,700,000 radios.

Mobilization program is passing out of "tooling-up" stage into actual production, said report. Third quarter military deliveries were more than $5 billion, and "by a year from now, the rate should have doubled, reaching $10-$11 billion in deliveries per quarter . . . " The defense mobilizer went on:

"In the field of electronics a relatively small number of high-cost complex radar systems account for 60% of the production dollar. Deliveries to date have been relatively low, while the industry expanded its plant and completed its tooling. The delivery rate will triple by next summer. Some of the newly-developed items are already in use. Long-range radar equipment is included in the 'radar fence' now protecting our borders; new electronic-controlled weapons are in use by ground, sea and air forces; lighter and more reliable field radio and telephone sets have proved their value in Korea."

* * * *

Personnel changes this week in mobilization and related establishments: W. W. Watts, deputy DPA administrator, has relinquished part-time duties in Washington to return to his job as engineering products v.p., RCA Victor; he will continue as a consultant to DPA . . . J. A. Milling, chief, end equipment branch, NPA Electronics Div., to head DPA Electronics Production Board while chairman Edmund T. Morris Jr. is in Europe . . . Robert E. Williams, on leave from Automatic Electric Co., named director, NPA Communications Equipment Div., succeeding Luther W. Hill who resumes duties as president of Carolina Telephone & Telegraph Co., Tarboro, N. C. . . . Walter C. Skuce, NPA asst. administrator for production controls, who directed CMP program in World War II and developed present CMP machinery, returns to post with Owens-Corning-Fiberglas, his deputy William C. Truppner taking the NPA job on acting basis . . . Gabriel J. Ticoulat, Crown Zellerbach Paper Co. v.p., named DPA deputy administrator for international problems . . . Ex-newsman Jack O. Gorrie, acting NSRB chairman since April, nominated by President Truman for permanent appointment . . . Dr. Robert M. Page, superintendent of radio division III at Naval Research Laboratory, Washington, has returned from 3-month survey of electronics developments in Germany for State Dept.

ANOTHER TURNING POINT IN COLOR struggle may well come next 2 weeks—Oct. 9-13 and Oct. 15-19—when Washington officialdom, including FCC and Congress, inspects RCA color piped from New York. All commissioners were invited to attend any time they choose, and FCC staff is expected second week.

Sen. Johnson, prime color goad on Capitol Hill, is due at 2:15 p.m. showings Oct. 11. Other Senators and Congressmen are scheduled Oct. 11-12.

In New York, thrice daily shows will be thrown open to public for first time. They were heralded by full-page ads in *New York Times* and *Herald-Tribune*, headlined "Now You Can See RCA Color Television." Demonstrations will be in Center Theater only.

Request to transmit color over RCA-NBC Bridgeport uhf station was filed this week, reason being that WNBT plans shortly to begin commercial programming 7 a.m., leaving no time for on-the-air field tests during working day. Pickups in Bridgeport area are also planned.

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From Zurich, Switzerland, came excited report from newsmen, as well as from 20th Century-Fox's president Spyros Skouras. They'd just seen CBS system projected on 9x12-ft. screen with Eidophor system (Vol. 7:29, 38). Cabled *New York Times'* correspondent: "Under laboratory conditions . . . pictures were very vivid, all color perfectly natural, all shadings delicate and of exquisite reality." UP reported: "Newsmen and spectators . . . termed the quality of the pictures excellent and many believed they outdid the best color films so far shown in movie theaters."

"A new era of prosperity" for film industry was predicted by Mr. Skouras, who said 150 U. S. theatres should be color-equipped by April 1952. Thereafter, he said, expansion will be at clip of 150 at a time, mounting to total of 2000 or so.

Transmission was by cable from adjoining room, featured an actress, fruit, flowers. Though picture was 9x12 ft., Eidophor engineers say light output of system allows pictures with area 8 times as great.

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CBS's first football colorcast of California-Pennsylvania game Sept. 29 (Vol. 7:39) apparently didn't create much stir. Stations complained about paucity of color sets, hope to gain public interest as CBS-Columbia provides more receivers later in season. Complaints from viewers, who couldn't figure out incompatible jumble on their screens, was kept at minimum by slides—transmitted at approximately 5-minute intervals via standard black-&-white—informing public what was going on.

Reactions to colorcast football varied enormously. Wrote *New York Times'* Jack Gould: "Colors were very erratic in quality and far from true . . . Different camera angles or different conditions of lighting saw the same color vary badly . . . Toward the end of the game there was an element of fatigue in continued watching, a situation that was not relieved by the patches of red, blue and green that a viewer could still see, every time he looked away from the screen . . . There may be a big difference in watching color TV for 20 minutes and watching it for 160 minutes."

Elmore Bacon, *Cleveland News:* "While color TV is a reality it is still in the novelty class. So don't start throwing away your black-&-white TV sets . . . The green grass background was somewhat too vividly green. The red in the uniforms a violent red. And the green background occasionally took on a red haze. However, in the distant shots the colors identified the two teams more distinctly than black-&-white . . . When bigger and better color broadcasting comes about, it will be fine for many programs. For others the black-&-white will be just as interesting."

Others disagreed. Wrote *Variety's* Joe Cohen: "Color is far superior to black-&-white for football." Harold Brown, *New York Herald Tribune:* "More of the atmosphere . . . made me feel I was right at the game." Mickey Greenman, *Quick:* "The best thing I've seen yet on color TV. The colors were so life-like, I felt I was part of the crowd at the game."

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Repercussions of Lawrence tube demonstrations (Vol. 7:38-39) continue, stirring up lots of queries. Consensus of those who've seen it, including engineers, continues to be: "Not too good yet, but give them some time. They may have something." Paramount Pictures v.p. Paul Raibourn, speaking this week to New York Society of Security Analysts, said company doesn't intend to go into mass production of tube, will leave that up to tube manufacturers it hopes to license. Present intention is to make enough tubes for public demonstration.

Telecasting Notes: First on TV, then movies—that's plan of actress Rosalind Russell for story she owns, *Never Wave at a Wac*, in which she'll appear on CBS-TV *Schlitz Playhouse* Oct. 18 as sort of test. If it clicks, it will be shot by her producer-husband Frederick Brisson as feature film on location at Fort Lee, Va., budgeted at $750,000, to be released by United Artists . . . Song plugs via TV are very effective, says Charles Sanford, director of *Show of Shows*. Despite music publishers' squawks that TV doesn't allow for a concentrated song drive, he told *Variety*, "a good visual presentation of a new tune can spark enough interest to hypo sheet music and disk sales [and] doesn't require the saturation previously needed in radio" . . . AFM's Jimmy Petrillo, after conferring with Hollywood Local 47 last week, predicted 70% of TV shows will originate in Hollywood within 2-3 years . . . KNXT will be call letters of CBS-Hollywood's KTSL when new Channel 2 transmitter starts operating atop Mt. Wilson about end of this month . . . Henry Christal, ex-Petry partner, forming own rep firm, radio only, is reported to have commitments from WDAF, WTMJ, WBEN, WHAS, KFH . . . New WLTV, Atlanta (Vol. 7:39), names Harrington, Righter & Parsons as national rep . . . Top educational and civic leaders comprise TV Community Council formed by KING-TV, Seattle, headed by Mrs. Raymond B. Allen, wife of U of Washington president, to advise on daily 11:30-noon weekday educational-informational programs aimed primarily at housewives . . . Fort Worth's WBAP-TV celebrated 3 years on air Sept. 28 by holding staff party for 153 employes on 1 p.m. *What's Cooking?* show . . . Miami News (WIOD) editors meet before cameras of WTVJ weekdays 6-6:10 p.m. to discuss day's news in program titled *Meet the News* . . . Successful "how" feature on KTTV, Los Angeles, sponsored by 4 local plant and fertilizer firms, is *Garden Chats with Joe Littlefield* . . . WAGA-TV, Atlanta, raised base hour rate as of Oct. 1 from $500 to $650, one-min. from $80 to $104 . . . WXEL, Cleveland, raised hour rate Oct. 1 from $725 to $800, one-min. from $125 to $160.

Thirteenth application for uhf to be filed with FCC was that of WGBI, Scranton, Pa., CBS outlet owned by Mcgargee family, seeking Channel 22. Two more vhf applications filed this week brought grand total pending to 445—cowboy actor Gene Autry's KOOL, Phoenix, asking for Channel 10, and KIFI, Idaho Falls, Ida., asking for Channel 3. [For further details about these applications, see *TV Addenda 13-M* herewith; for list of all applications pending, see *TV Factbook No. 13* and Addenda to date.]

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Special Report
October 6, 1951

Urgent Need for TV Code

Commissioner Walker Sounds a Warning

On Program Excesses by Telecasters and Broadcasters

Excerpts from Address before Board of National Council of Churches of Christ in U.S.; New York, Oct. 2, 1951

Editor's Note: *At the very moment an NARTB committee was completing draft of a TV code (see Television Digest, Vol. 7:40), FCC Comr. Paul A. Walker was addressing these severe—and in some instances quite deserved—strictures upon certain telecasting-broadcasting practices. These excerpts are published because we sense a growing undercurrent of reaction against dubious programming, often off-color, more often badly timed; because they reflect the sort of complaints being received by the FCC; and because the venerable Mr. Walker, oldest member of the Commission on which he has sat for 18 years, an elder in the Presbyterian Church, and an ardent TV fan, doesn't often speak out so sharply—but this time felt he had to do so. His remarks emphasize the pressing necessity for standards of self-regulation and for the entire industry's wholehearted cooperation in the NARTB code effort.*

"YE shall know the truth, and the truth shall make you free."

These words of St. John might very well serve as a guide to broadcasters and all those who are interested in the improvement of radio and television service. Unfortunately, there are those who seem to disregard this principle and are more concerned with the financial aspect of broadcasting than they are its cultural and spiritual value.

A recent issue of the *Chicago Daily News* carried an article about a television program over a station in Chicago which featured a game of Russian Roulette. As you know, in this game one bullet is put in a revolver, the chamber is spun, the gun is put to the head and the trigger is pulled. The chances are one to six that the one pulling the trigger will be killed. This particular program was broadcast about 9 o'clock in the evening and among its many viewers were five teen age boys who had a spirit of adventure. One of them shot himself after the third try and died. A writer for the *Chicago Daily News* commented regarding this tragedy:

> This is not an isolated incident. It was merely more dramatic and more immediate in its results. It would be good if American youngsters could take care of themselves. Unfortunately, they can't. They need leading. Leading them to Russian Roulette, to crime, to passion, to horror, as shown on so many television shows is the height of irresponsibility.

This unfortunate incident and the comments of the newspaper man about it deserve our most serious thought. It illustrates most dramatically the impact that this new electronic marvel of television can have upon the thinking and behavior of our people, especially our children. Its use for good or evil will to a large extent, I believe, depend upon the character and sense of public responsibility of those who are licensed to operate stations and the constructive efforts and helpful assistance of individuals and groups such as your own.

Radio and TV Do a Good Job

By and large, I think it may be said that radio and television stations do a good job in this country. We have developed a system of broadcasting in the United States which on the whole far surpasses any other in the world. For example, we were recently thrilled by the first nationwide network telecasts which brought the sessions of the Japanese Peace Treaty Conference into the homes of millions of people throughout the land. The construction and splendid performance of this network are a tribute to the genius of American enterprise. The video transmission of the sessions and the commentaries of experts coming from the meeting rooms constitute a superb achievement in mass communication and education. Many radio stations have demonstrated a high sense of public responsibility and have contributed richly to the well-being of the communities in which they operate. A splendid example of this is the First Radio Parish Church of America, which has been carried by Station WCSH in Portland, Maine, for more than 25 years. Commissioner Sterling recently attended its 25th anniversary and paid high tribute to the station and to Pastor Howard O. Hough who started the church and has faithfully carried it on through the years.

Despite such excellent performances, however, we must honestly recognize that much of what we see and hear on American radio and television has little cultural, educational or spiritual value and some of it is positively harmful.

The correspondence which regularly comes to the Federal Communications Commission is striking evidence of the public reaction against some of this degrading programming. Almost daily we receive substantial quantities of mail from irate citizens who protest the advertising of alcoholic beverages, indecent or profane programs, false or misleading advertising, crime and horror stories, and other types of inferior programs. The other day I received a letter from a distressed woman in Wisconsin pleading for some restraint on TV programs which border on the vulgar and do violence to generally accepted moral standards.

What They Complain About

As I pointed out recently in a speech to the National Education Association, we have many fine radio and television programs but we are still plagued with some that border on cheap burlesque; that dramatize tales of horror that make children scream in their sleep; that contain prolonged disc-jockey shows with repetitious chatter; that dramatize anti-social behavior and make it appear harmless and even respectable.

I think you may be interested in excerpts from some of the letters which have recently been received by the FCC in which complaints have been made regarding radio and television programs. A gentleman from Milwaukee writes: "As a frequent radio listener, it is my conviction that it has become incumbent on your Department to revise that book of 20 years ago 'Twenty Million Guinea Pigs' upward to '50 million'.

"It seems to me there should be a time limit on commer-

cials. Yet, here today we have reducing compounds, hair oils and . . . baby diapers being sold on 15-minute commercials.

"You don't know who makes the stuff, you have nothing but the come on of a 'money back guarantee' wholly without reputation or integrity to go on."

A lady in New York complains of a "phony selling scheme" which has been carried by a station for weeks in which "high pressure sales talks" are used.

A protest comes from a lady in Arkansas. She raises the question, "Has radio reached the point where filth and foul smelling programs can be presented under the name of entertainment?" If so, she says, "then kill the whole radio system. . . ."

Crime Programs and Juvenile Delinquency

An irate gentleman from Louisiana writes: "Why isn't something done to control the number of crime and horror programs broadcast over all but one of the major networks. Some nights on one network we get as much as three and a half hours straight of crime and horror.

"Everyone talks their heads off telling about the constant increase in juvenile delinquency while some networks are permitted to broadcast three to four straight hours of crime and horror at one time.

"Why doesn't someone in authority do something? Or do the ones who could do something care what happens?"

Another distressed woman writes that "My little 5-year-old granddaughter sits in utter absorption oblivious to everything else around her," listening to all the "gruesome murder stories, people shooting and being shot, beating each other up, screaming and dying, etc., etc. These things cannot help but have a bad effect upon the kids."

A woman in Los Angeles writes: "May I as a conscientious citizen appeal to you in regard to the appalling amount of crime-detective programs presented on the radio. Fortunately, I can control the listening habits of my own impressionable-aged children but I shudder to think of the many, many younger boys and girls, teen-agers and even adults who listen and are unfavorably influenced by these dreadful, immoral, overdone, over-emphasized crime stories. If just half such programs were removed and replaced by a higher type of presentation, one to cultivate and strengthen rather than break down the public thinking, there would still be an abundance for the ardent detective story listener." She concludes her letter by saying: "Please give the children something to build on instead of a picture of crime and insanity after which to pattern their lives."

Not long ago a doctor in a large city wrote regarding the program service of two of the three television stations in that city saying they spent the whole afternoon from 3 to 6 o'clock advertising beer and giving race results.

'Vulgarity and Obscenity'

Recently the Commission received a copy of a resolution adopted by a ministers' association in a large city deploring the vulgarity and obscenity which characterize many of the programs broadcast by radio and television stations. This resolution reads in part:

> Through the medium of radio and television, a deluge of burlesque show humor, liquor advertising and barroom vulgarity is forced upon us. Our boys and girls are urged to drink. This is repeated again and again and programs glorify drinking liquor. To us it seems that radio and television are more concerned with revenue and with catering to a minority of people with a love for smut than they are the principle of service.
>
> We believe that the service motive is a sound business principle and that all forms of recreation, including radio and television, should re-create; that is, should be constructive and promote development and growth.
>
> . . . We urge an emphasis upon programs which promote a respect and love for truth, beauty, goodness and the God given sense of humor.

The attitude of some leading citizens with respect to the general quality of radio and television programs is well expressed, I think, by a prominent writer* in these words:

> Radio remains, and increasingly becomes, a technical triumph. But it would not be an exaggeration to say that nine out of ten of the voices that the listener summons when he turns the dial are the voices of mediocrity—and of immaturity: mediocre actors speaking mediocre lines—or actors who deserve better lines trying to inject meaning into the meaningless: mediocre singers singing mediocre songs; mediocre comedians laboring to make old jokes sound new; mediocre commentators sharing the air with their more penetrating and responsible fellows; mediocre quiz masters asking questions and handing out prizes; mediocre advice-givers responding to deep human perplexities with pat mediocre advice. If, from the point of view of man's maturing, the test we must put to radio is that of its *average* influence or its most frequently exerted influence, the answer is not reassuring.

Opposes Government Censorship

Now there are some who have become sufficiently aroused to urge governmental intervention. They honestly believe that the only way to secure the highest quality program service is through government censorship. I, for one, however, do not subscribe to this school of thought. I do not believe that a few officials in Washington should have the power to tell 150,000,000 people what they may hear and see on radio and television. Congress wisely prohibited censorship and limited the authority of the FCC with respect to program service when it passed the Communications Act of 1934 and established the agency.

While the Commission does exercise authority insofar as the law permits, the improvement of broadcast program service must come primarily as a result of effective leadership by responsible citizens and organizations in the community and nation and broadcast licensees who are responsive to that leadership and influence.

Churches and their leaders have contributed immeasurably to the well-being of this country. The words, "In God We Trust," have a real and profound meaning for most Americans. According to a recent survey more than 80,000,000 of our people are affiliated with one church or another and of this number more than 50,000,000 belong to Christian churches, a substantial portion of which are represented by your organization. I understand that the total membership of your group is about 32,000,000. Religion, therefore, is a vitally important aspect of the American way of life. For this reason, the FCC has consistently looked with favor upon the broadcasting of religious programs and has always considered them as an important element of the public interest. In fact, when stations apply for renewal of their licenses, they are required to state what time they have devoted to religious and cultural programs and how much they propose to devote in the future.

Most Stations Generous with Time

By and large, stations have been generous in providing time for such broadcasts and the files of the Commission show that there has been an over-all increase in the granting of time to churches and other religious groups in the past few years. However, there have been some disturbing examples of stations that have discontinued all religious programs to make way for those which are commercially profitable. Your organization and others similar to it can help to improve this situation. Through surveys and studies of your national and local groups you can continue to keep the general public, the government and broadcast licensees informed of the religious and moral needs of the nation and the radio work that is being done to meet these needs . . .

A Nobel prize winner has recently said that science and religion are the answer to the world's problems. The advances in science are giving us new devices and techniques but we know full well that science alone cannot give us a healthy and happy world. The philosophy and faith which motivate the use of these new scientific tools are crucially important. As Jeremiah has said: "Thus saith the Lord: Let not the wise man glory in his wisdom, neither let the mighty man glory in his might, let not the rich man glory in his riches: but let him that glorieth glory in this, that he understandeth and knoweth me, that I am the Lord which exercises loving kindness, judgment and righteousness, in the earth: for in these things I delight, saith the Lord."

---

* H. A. Overstreet, in *The Mature Mind*.

MARTIN CODEL's

AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING ARTS AND INDUSTRY

Television Digest

WITH AM / FM REPORTS

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NEW TV STATIONS WON'T LACK FINANCING: Plentiful flow of capital into new TV station construction and operation is assured, once FCC lifts freeze and starts granting CPs -- possibly sometime next spring (Vol. 7:36-37).

Eager entrepreneurs, now balked by the freeze and frustrated by unavailing efforts to buy existing stations, are literally straining at the leash to get into the field. Here are some of the current trends:

(1) Just about every existing station has had offers to buy -- even those owned by some of the longest-established and best-heeled interests in radio, like the Chicago Tribune (WGN-TV), Kansas City Star (WDAF-TV), Detroit News (WWJ-TV) and Milwaukee Journal (WTMJ-TV).

Purchase offers for all or part interest have sometimes mounted to fabulous figures, but it's apparent few if any of the 108 stations can now be had that way.

(2) Theatre owners, spurred by recent TOA convention report (Vol. 7:39), will be among the most ardent seekers after channels, once these are available, competing against or joining with other local interests in corporate applications. You can expect scores of such applications from now on, possibly as many from theatre people as from the radio and newspaper interests who comprise the bulk of the 446 applications already on file with FCC.

Only 4 stations, as of now, are owned outright by theatrical interests, as listed on page 31 of our TV Factbook No. 13. Same volume, incidentally, plus weekly Addenda to date, provides complete listing of all applications filed thus far.

(3) Even the slick magazine people are showing intense interest in station ownership -- in possibility of getting hands on a medium that not only threatens advertising competition but is also a "natural" for self-promotion and at same time looks like a profitable business per se.

Time-Life-Fortune, Saturday Evening Post, Collier's, et al, have done considerable research into TV's "impact" -- Time-Life also buying network time now and then, besides producing films for TV, while Post is regular network program sponsor. But though Henry Luce offices admit "multiple applications for franchise may be in the cards," only one such publisher has as yet actually moved into station field: Meredith Publishing Co. (Better Homes & Gardens, Successful Farming), which founded WHEN in Syracuse 3 years ago and recently purchased WOW-TV, Omaha (Vol. 7:32,39).

(4) Several Washington radio attorneys have been instructed by clients to "get stations where you can, vhf or uhf, either through application or purchase."

Most such instructions are from radio station owners who missed the boat only a few years ago, when FCC was literally begging for TV franchisers. Eagerness to get into swim now is epitomized by CBS's proposed purchase of WBKB, Chicago, for $6,000,000 and its v.p. Joseph Ream's recent candid statement to FCC on reasons why networks must own and operate key TV outlets (Vol. 7:36).

(5) Present TV station owners and others hope to expand holdings, evident by their multiple applications and by astute George B. Storer's $1,050,000 purchase of

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San Antonio's KEYL (Vol. 7:30) -- approved this week by FCC, making 4 he now owns. In last few weeks, we've also reported how Taft interests (WKRC, WKRC-TV & Cincinnati Star-Times) bought into WBIR, Knoxville, and how owners of WTCN & WTCN-TV, Minneapolis (Ridder newspapers) bought into WEMP, Milwaukee -- both minority stock purchase deals with frankly avowed idea of bolstering future quests for TV (Vol. 7:38-39).

There will be many more such "junctions of interest", possibly conducing to fewer competitive applications and speedier local grants.

(6) Financing won't be hard to swing for well-positioned local interests who win grants. Aside from its intriguing nature, the earnings potential of TV makes it an attractive investment through usual channels (local bankers).

When Variety reports, as it did recently, that New York's big Chemical Bank & Trust Co. is making production loans for TV films, although that syndication field is mere 108 stations, the much-more-profitable prospect of station operation would seem to be bankable indeed. At this moment, a New York financial group is known to be perfecting plans to finance new stations by way of equipment loans -- a project which, if approved by FCC, may help many small operators pay their way in.

* * * *

Foregoing picture could change -- but as of now it's safe to say that many millions in new capital would flow into telecasting readily if FCC would but open the floodgates. And just as certain is fact that "bargain buys" in existing stations aren't available any more.

There have been only a dozen TV station sales to date -- listed on p. 12.

BACK OF MACY-O'NEIL TV-RADIO MERGER: There's much more than meets the eye in vague statement released Oct. 10 that R.H. Macy & Co. (WOR & WOR-TV) and General Tire & Rubber Co. (Thomas S. Lee Enterprises) will merge their radio and TV interests in one operating company in which General Tire will hold "substantial majority."

Details weren't divulged, and it may take 60 days to file requisite applications with FCC. But these are some of the discernible factors:

(1) Merger will give virtual control of Mutual Broadcasting System to new firm, to be headed by Thomas F. O'Neil, who is also chairman of MBS. Only 35, that astute president of big General Tire's TV-radio subsidiary has long envisioned MBS changed from a mutual operation to a corporate entity operating for a corporate profit, like its competitors. At present, his Thomas S. Lee Enterprises Inc. owns 38% of MBS stock, with Macy's owning 19%, Chicago Tribune (WGN & WGN-TV) 19%, and some 7½% each owned by Gimbels of Philadelphia (WIP), Cleveland Plain Dealer (WHK & WHKC) & CKLW of Windsor-Detroit.

Though MBS bylaws preclude one company from voting more than 49%, there's scant doubt about who's in the driver's seat. O'Neil's group owns WNAC-TV, Boston, and KHJ-TV, Los Angeles; and in radio the Yankee Network of New England (owning WNAC, Boston; WEAN, Providence; WONS, Hartford); and Don Lee Network (owning KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego).

(2) With 3 TV outlets thus so strategically placed, plus Chicago's WGN-TV, young Mr. O'Neil may have ideas of another TV network after freeze lifts and new outlets come into being. But as one company, merged firms (name not yet indicated) can apply for or buy only 2 more stations of own in view of FCC's 5 limit, whereas separately they could seek 5 each. Macy's once owned what's now WTOP-TV, Washington, sold it at nice profit. O'Neil sold KTSL, Los Angeles, to CBS for $3,600,000 when he bought Don Lee group, then bought KFI-TV there (now KHJ-TV) for $2,500,000.

(3) Merger is designed to bolster MBS against inroads of TV and of rival networks, particularly in light of NBC's revolutionary new plan for revising station affiliation and network advertiser relationships (Vol. 7:40) -- albeit merger was cooking for quite awhile before NBC revealed plan last week. One facet of NBC plan is to add some 100 more radio station affiliates on "no pay" basis for sponsored programs that's not unlike present arrangement MBS has with most of its affiliates. This may presage intensified network rivalry in wooing affiliates.

(4) New company may even venture into TV-radio manufacturing, a la CBS, for it's known that O'Neil has been exploring possibilities -- probably encouraged by

big parent manufacturing company, which is headed by his father. It's reasonable guess Macy's and associated stores might like own manufacturing source for private-label TV sets. And that General Tire dealers could become retail outlets for TVs.

(5) Stockholdings of Macy's in new corporation aren't known yet, but they are likely to be much less than half General Tire's by reason of fact latter puts more into pot and WOR-TV has been running deficits since it was founded 2 years ago.

While WOR has always been one of radio's most profitable stations, late-starter WOR-TV (est. Oct. 5, 1949 as last of New York's 7) has only lately been pulling out of the red. Latest Macy's annual report, for fiscal year ending July 28, shows TV-radio and other "non-store" profit of $585,994. But whereas Moody's Manual shows 1950 fiscal year's deficit in this category was $283,509, Macy's report says deficit actually was only $120,989. TV obviously accounts for slide, for profits for pre-TV's fiscal 1949 were $728,905; 1948, $968,526; 1947, $1,045,605; 1946, $1,132,691; 1945, $1,323,449 -- nearly all attributable to WOR.

GOVT. ACTS AGAINST TV SPORTS BLACKOUTS: Restrictive agreements limiting telecasting and broadcasting of sports events will be cracked wide open if Justice Dept. wins its "test case" against National Football League.

Legality of National Collegiate Athletic Assn.'s college football TV "experiment" and International Boxing Club's theatre-TV hookup will be in serious doubt if courts uphold govt.'s "monopoly" contention against NFL.

Baseball's major leagues, apparently seeing handwriting on the wall, this week purged themselves by repealing all restrictions on telecasting and broadcasting of member clubs' games.

Prodded by complaints of TV set owners, Govt.'s anti-trust division Oct. 9 filed suit in Philadelphia against NFL and its 12 member clubs, seeking injunction against league rules restricting telecasts and broadcasts.

This means the long talking and investigating phase of Justice Dept.'s probe of sports-TV is over -- a clear-cut decision is now up to the courts. Said govt.'s ace trust-buster asst. attorney general H. Graham Morison:

"We are filing now what we consider our best case. If this is successful, it is likely that action will be taken in the cases of all other sporting events, including college football, professional baseball and boxing, in which telecasts and broadcasts are restricted."

Obviously anticipating Justice Dept. action, baseball's major leagues met in New York day before Govt. filed football suit, wiped from their books rule governing telecasting and broadcasting. With repeal of rule 1-D, major leagues relinquished all authority over telecasts and broadcasts of member clubs' games -- so that such arrangements now are entirely up to the clubs themselves.

Repealed rule provided that no club could permit telecasts or broadcasts of its home games from any station located within the home territory of another major or minor league club while that club is playing a home game -- almost exactly the same as the NFL rule which prompted govt. suit.

Anti-trust probers have also been looking into NCAA's "controlled TV experiment" -- under which assn. has doled out certain of its member colleges' football games to home TV, kept others off TV screens and encouraged exclusive theatre TV and CBS color telecasts.

Federal grand jury probe of alleged monopoly in professional boxing began this week in New York. Probers will probably delve into International Boxing Club's theatre-TV exclusives and home TV-radio blackouts before they're dismissed.

* * * *

Ticket to sports event is a commodity, said Justice Dept. in action against NFL. This is basic premise of monopoly suit: "If any sport sells a ticket, it is offering a commodity on the market. The public should be able to buy what it wants free of any monopoly and free of any restraint. This is not so now." Said Morison:

"We feel that the American people are entitled to have, free of monopoly, the right to see or hear what they want."

Govt. isn't fighting to guarantee telecasters rights to all sports -- it's

hitting only at what it calls "monopolistic restraint." Justice Dept. feels that authority to sell TV-radio rights should belong to each individual team -- not the leagues and associations. Morison's statement shows govt.'s attitude:

"It is hoped that this action will make broadcasts and telecasts of professional football games more readily available to the public by removing restrictions on the right of each football club to determine for itself whether and on what terms it will sell its broadcast and telecast rights. We consider all restrictions of this type, wherever imposed, to be in violation of the anti-trust laws."

NFL has 20 days to file answer in Philadelphia U.S. District Court. Purpose of suit, said Attorney General J. Howard McGrath, is "to clarify the position of broadcasting and telecasting in relation to the sports world; it involves some of the most often complained of and aggravated restrictions on the dissemination of athletic events to the public."

FCC FEARS 'CENSORSHIP' IN BENTON BILLS: Sen. Benton's bills on TV are neither necessary nor desirable, FCC majority told Senate Interstate & Foreign Commerce Committee in letter released by Committee this week.

Commission turned thumbs down on all facets of bills (S.J. Res. 76 and S. 1579) which would: (a) set up 11-member program advisory board to report to Congress and Commission; (b) require FCC to grant 1-year TV licenses; (c) force FCC to "encourage" subscription TV. With Comrs. Coy and Walker dissenting on advisory-board facet of bills, Commission said:

(1) TV licenses are now for one year only and FCC's discretion in setting license period shouldn't be taken away.

(2) Tests of subscription TV have been authorized. It's unnecessary to tell Commission to encourage it, since Communications Act requires FCC to "encourage the larger and more effective use of radio in the public interest."

(3) Advisory board, as contemplated in the Connecticut Senator's bills, involves "dangers of censorship". Amplifying, Commission warned that while FCC is "expressly precluded from exercising any powers of censorship," new board wouldn't be. FCC was also worried lest board encroach upon Commission's functions, despite fact bill calls it "advisory".

Comrs. Coy and Walker were minority on board idea, believing "worthwhile results may flow from the type of study proposed in the bill." But they didn't go all the way with Sen. Benton, since they said:

"Such a group, if completely separated from the Commission...and having no authority with respect to licenses, could conduct such studies more effectively without arousing fears among broadcast licensees that any recommendations they might make constituted compulsion of any kind...It is not believed that the [board's proposed functions] in any way involve censorship." They suggested that board report only to Congress, and that it should have power to hold hearings.

EXEMPTION of many TV-radio station construction projects from NPA building curbs (Vol. 7:31-33, 35-40) may result from current discussions at high govt. levels. NARTB is pushing hard to have broadcast stations reclassified as "industrial facilities"—which would permit broadcasters to write their own priority orders for controlled materials up to 25 tons of steel, 2000 lb. copper and 1000 lb. aluminum quarterly without applying to NPA for construction go-ahead. Broadcast building presently is classified as "commercial" construction, requiring application to NPA for all materials in excess of 2 tons of steel, 200 lb. copper, any aluminum at all, on quarterly basis.

NPA this week reclassified newspaper and other publishing establishments from "commercial" to "industrial" categories—and NARTB now sees good possibility of similar reclassification of TV-radio stations, since top govt. officials gave assurances months ago that broadcasting stations and newspapers would receive equal treatment under NPA construction regulations.

NARTB says it's satisfied that NPA officials have "leaned over backwards" to give broadcasters a fair break in allocation of building materials for fourth quarter. Score so far is 16 TV-radio projects approved, 6 denied, more approvals to come (Vol. 7:37-40). NARTB says it hasn't received single complaint from broadcasters of unfair treatment by NPA.

Denver's accolades, well-merited, are heaping on KFEL owner Gene O'Fallon, veteran broadcaster who once was strongly anti-TV but who brought World Series to that city via special hookups of receivers into transcontinental relay (Vol. 7:40). "We would like to pin some Colorado columbines [on] O'Fallon and general manager Frank Bishop for the very swell 'production' job they gave Denver in our town's first viewing of TV," wrote *Denver Post's* Jack Carberry Oct. 8. "It was a swell show and it will be nice indeed when Denver and the Rocky Mountain area get TV in the home in 1953 [which] is as soon as anyone can expect it." Newspapers devoted dozens of columns of news and pictures to TV over period of week.

Station Accounts: First early-morning sponsorship of TV news program is claimed by WPTZ, Philadelphia, with sale of 8 a.m. live news-sports strip to Tom Thumb Donut Corp., thru Abner J. Gelula & Associates, Philadelphia; WPTZ says Sept. Telepulse survey gave 8 a.m. news a rating of 2.5 or average of some 22,000 homes . . . New *Kathi Norris Show* on WABD, New York, 11-noon Mon.-thru-Fri., now has these participations: Philadelphia Dairy Products Co. (Dolly Madison ice cream), thru Sheck Adv.; Eastern Div., A & P Tea Co. (Jane Parker bakery products), thru Paris & Peart; Seabrook Farms (frozen foods) & John G. Paton Co. (Golden Blossom Honey), thru Hilton & Riggio; Personal Products Corp. (Co-Ets), thru Young & Rubicam; Louis L. Libby (pre-cooked chicken & onion rings), thru Hicks & Greist; Ulman & Co. (Princess Place Mats), thru Posner-Zabin . . . CBS-TV Spot Sales reports placing these syndicated film features: *Hollywood on the Line*, on WDAF-TV, Kansas City, for Katz Drug Co.; *Strange Adventure*, on KING-TV, Seattle, for Standard Service Tire Co., and on WOW-TV, Omaha, for Max I. Walker Cleaners; *Cases of Eddie Drake*, on KTSL-TV, Los Angeles, for Thrifty Drug Co. (27th station) . . . Pacific Olive Co., Visalia, Cal., plans TV-radio spots Oct.-thru-Feb. to promote California olives, thru Abbott-Kimball Co., Los Angeles . . . Vitamin Corp. of America (Rybutol) now placing its *Lorraine Cugat Show*, kinescoped from live performance on KECA-TV, Los Angeles, on ABC-TV's other 4 stations, thru Milton Weinberg Adv., Los Angeles, and Harry B. Cohen Adv., N. Y. . . . Borden Dairy sponsoring *Ransom Sherman* in weekly Mon. afternoon show on WBKB, Chicago, thru Young & Rubicam . . . Zenith Radio, now buying spot TV-radio, sponsoring *Latin Carnival* on WJZ-TV, New York, Sun. 11-11:30 p.m., cooperatively with Winston Stores, thru Albert Blake Associates . . . Florida Citrus Commission has upped TV-radio ad budget to $407,000 for TV, $253,000 for radio, placed through J. Walter Thompson, N. Y. . . . Among other advertisers reported using or preparing to use TV: American Buslines Inc., thru Hanson & Hanson Inc., Chicago; Old Dutch Coffee Co., thru Elliott Nonas Adv., N. Y.; Dennison's Foods (food products), thru Biow, San Francisco; Jenny Inc. (women's apparel), thru Associated Adv. Agency, Cincinnati; Seal Rite Caulking Co. (caulking compounds), thru Davis-Daniels, Detroit; Industrial Tape Corp. (Texcel cellophane tape), thru Kenyon & Eckhardt, N. Y.; Shell Oil Co., thru J. Walter Thompson, San Francisco (KTLA & KRON-TV); Denver & Rio Grande Western Railroad Co., thru Axelsen Adv., Denver (KSL-TV).

Network Accounts: Chevrolet sponsors *Dinah Shore* from Hollywood starting Nov. 27 on NBC-TV, Tue. & Thu. 7:30-7:45, thru Campbell-Ewald Co., Detroit; time is being vacated by Van Camp's *Little Show* . . . Emerson Drug Co. (Bromo-Seltzer) will present special football roundup show between transcontinentals for Gillette-sponsored *Army-Navy* and Westinghouse-sponsored *Notre Dame-USC* games on NBC-TV, Sat., Dec. 1 (Vol. 7:40) . . . National Carbon Co. (Prestone anti-freeze) Oct. 14 starts sponsorship of 12:30-1 portion of *Take Another Look*, filmed football show, on CBS-TV, Sun. 12:30-1:30, thru William Esty . . . Longines-Wittnauer Watch Co. Nov. 22 sponsors *Thanksgiving Day Festival* on CBS-TV, Thu. 5-6, thru Victor A. Bennet . . . Waring Products Corp., subsidiary of Claude Neon Inc. (Waring blendors & steam irons) starting Oct. 19 buys participation in Fri. segment of *Homemakers Exchange* on CBS-TV, Mon.-Fri. 4-4:30, thru Hicks & Greist Inc., N. Y. . . . Hollywood Candy Co. begins weekly sponsorship Oct. 27 of *Hollywood Junior Circus* on ABC-TV, Sat. 10:30-11, thru Ruthrauff & Ryan, Chicago . . . Chesterfield reported readying sponsorship of *Meet the Press* on NBC-TV, time & date unknown.

Personal Notes: William R. McAndrew, gen. mgr. of NBC's WRC & WNBW, Washington, promoted to director of NBC-TV news & special events, moving to New York Nov. 1; his successor is Gene Juster, program director, with Charles deLozier moving up to asst. gen. mgr. . . . Mark Woods, ex-president of ABC, joins with J. R. Warwick, ex-v.p., Warwick & Legler, to found new ad agency, Woods & Warwick, Chrysler Bldg., N. Y. . . . Noran E. Kersta, ex-NBC-TV operations chief, recently with Wm. H. Weintraub Adv., has established Noran E. Kersta Co., TV consulting-advisory service at 143 Meadow St., Garden City, N. Y., telephone 3-1075 . . . Peter Storer named public service director of WJBK & WJBK-TV, Detroit, controlled by his father George B. Storer . . . Norman H. Sloan, ex-KECA-TV, named coordinator of TV production, ABC Hollywood . . . Don Foley, ex-NBC, joins WCBS as director of advertising-sales promotion, succeeding Robert Patt, now holding similar job with CBS-TV . . . J. A. Hicks, ex-KEOP, El Paso, named film director, KEYL, San Antonio, replacing Robert Dalchau, joining Army . . . Frank Mayer, from RKO-Pathe, named production mgr., Princeton Film Center . . . Albert A. Chesnes named mgr. of Paramount's theatre-TV dept., Jack Hammer named supervisor of theatre-TV film processing . . . Dick Pitts, ex-Council of Motion Picture Organizations, joins Theatre Owners of America as public relations chief . . . Hal Hackett, chief of MCA's TV dept. shifted to TV dept., which has also added Alex March, ex-Wm. Morris. .

Telecasting Notes: Big turnout of both members and non-members of NARTB-TV is assured at final code-formulating meeting in Chicago's Hotel Stevens, Fri., Oct. 19. Intensity of interest in problem of self-control, before either officialdom or the bluenoses step in (Vol. 7:40), is indicated by huge demand for extra reprints of FCC Comr. Walker's recent speech before Federal Council of Churches of Christ in U. S.—a temperate, though critical, appraisal of current faults of telecasters-broadcasters (see Special Report, Oct. 6). Both Comr. Walker and *Television Digest* have had requests for extra copies running into the hundreds . . . Ironically enough, NARTB-TV has thus far been able to persuade only 68 of the 108 stations, only 2 of the 4 networks, to join association—this despite admirable work it has done both on program standards and on excess profits tax relief . . . Another AM joining NBC as result of relationship knitted by TV: WNHC, New Haven, operated by same interests as WNHC-TV; on Oct. 8 New Orleans' WDSU (WDSU-TV) shifted from ABC to NBC . . . WOOD-TV are new call letters of former WLAV-TV, Grand Rapids, effective Oct. 19, in conformity with recently approved purchase of station by Bitner interests (Vol. 7:37); new rep is Katz . . . Dixie Drive-In Theatres president, Harrison Robinson, one of stockholders in new WLTV, Atlanta; holds 12½% . . . Balaban & Katz's WBKB, Chicago, will shortly take over Garrick Theatre, owned by B&K . . . WKY-TV, Oklahoma City, now begins telecast day, weekdays, at 9:30 a.m., moving forward from 1 p.m. as of Oct. 1; Saturday opening is 8:45 a.m. . . . WOR-TV, New York, now signing on at 10 a.m. weekdays with test pattern, followed by *Telefax News*, "newspaper of TV," 10:30 a.m.-12:30 p.m. . . . Educational world watching closely results of televised credit courses for shut-in students of high school age titled *The Living Blackboard* and starting Oct. 15 under auspices of N. Y. Board of Education on WPIX, Mon.-Wed.-Fri. 10:45-11 a.m. . . . Successful contribution to education via TV on Newark's WATV is *Junior Town Meeting*, debates between New Jersey High School students, Wed. 8-9 p.m. . . . WTVN, Columbus, has acquired 3 acres at Harmon & Griggs Sts., will ask NPA for authority to construct TV Center, including one 3000-ft. studio.

Television Digest WITH AM-FM REPORTS
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Color Report
October 13, 1951

AFTER GLEANING KUDOS on all quarters this week, RCA color was set for another week of thrice-daily New York-Washington showings—including Oct. 16-19 demonstrations of theatre TV in color (on 9x12-ft. screen) in New York's Colonial Theatre.

Those who have seen test projections of RCA's theatre TV in color, picking up same shows being demonstrated via radio and via coaxial, claim it's just as exciting an advance as the home variety. It's called "compatible with existing equipment," uses 3 kinescopes.

RCA's next move toward getting its color system adopted isn't being revealed. But it's apparent the company is so confident now that it's willing to re-approach FCC alone without necessarily waiting for rest of industry (through National Television System Committee).

When RCA and/or NTSC will again petition FCC is unknown, as is time FCC will wait, after petition, before holding new hearing. Only thing certain is that Commission has cleared deck for freeze—and freeze only—for next few months, and has theatre-TV hearing scheduled to start Feb. 25.

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SENATOR JOHNSON and FCC Comrs. Coy and Walker were among capital VIPs who watched showings this week. Coy couldn't be reached for comment. Walker simply said he saw "an improvement." Sen. Johnson was a little more expansive, saying:

"I've seen many of these demonstrations, and there's been a gradual improvement—all headed toward perfection. It was very good—beyond my expectations." He congratulated and shook hands with RCA chairman Sarnoff, asking several questions about transmissions via closed circuits, microwave and coaxial. Though 10 a.m. showings were switched from time to time between microwave-coaxial, being broadcast, afternoon shows must be closed-circuit under FCC rulings.

Most significant was fact that Sen. Johnson showed up at all, for Congress was in thick of critical legislation and he was leaving next day for South America.

No other members of Senate or House Interstate & Foreign Commerce committees could get to demonstrations this week, though many are expected next week. All other FCC commissioners are also expected next week. FCC staff was urged to attend in memo circulated by chairman Coy early in week, with result they came by dozens. Several contacted indicated they were most favorably impressed.

Even solicitor general Philip Perlman, who lambasted RCA mercilessly during Supreme Court argument (Vol. 7:13), expressed astonishment at quality of pictures.

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REACTION OF PRESS and laymen was almost universally enthusiastic. Even those reporters who've championed CBS conceded RCA has good pictures, though they still talk of tri-color tube sets being too costly and mass production too far off. Several newsmen who have covered various phases of the Washington controversy, and have seen comparative demonstrations, were outspoken in their convictions that the system cannot be held back.

"They've got it now—no doubt about it," one of these was heard to remark.

First purpose of demonstration was to show network transmissions, over both wide-band microwave and narrow-band coaxial. Both worked perfectly, one just about as good as other. For microwave, signal is simply fed from New York to Washington just as if it were ordinary black-&-white. For coaxial, signal is heterodyned down to 2.4 mc, to fit into 2.7-mc cable, then heterodyned back up in Washington. RCA showed equipment needed for processes; it occupies one rack.

Average man finds it difficult to distinguish between results of the two transmissions, in closeups at least. Slight difference in resolution was sometimes noticed, no change in colors. Though RCA went to great pains to show coaxial transmission, spokesmen pointed out that much of AT&T's facilities is wide-band, most will be.

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LIVELIEST SHOWING was that for press, 10 a.m., Oct. 9. Dr. Elmer Engstrom, RCA Princeton Labs chief, was kept on his toes answering questions. His responses:

(1) More field-testing will go on before FCC is petitioned to reopen color issue. RCA is continuing work with NTSC. System meets all technical criteria laid down by FCC, but there's "subjective" factor—what one likes another may not. Colors can be reduced or intensified by turn of knob on receiver, according to viewer's taste.

(2) It would take 1-2 years to get into mass production of tri-color tubes. "We don't expect to have it in commercial production until we know what is going to happen to color," said Dr. Engstrom—inference being clear that FCC edict is first awaited.

(3) Principal improvements since showings in Washington last December were: better tube, more stable circuits, more flexible equipment (cameras with turrets, etc.), and equipment now in "pre-production stage" at RCA Victor plant instead of in lab.

(4) "Universal set" to get both compatible and CBS color is possible. "It costs more, but it can be done." He reiterated RCA's pitch for dual standards.

(5) "The tri-color tube will perform well with the CBS system." This refutes interview to contrary quoting CBS's Dr. Goldmark, published recently in *Broadcasting Magazine*. But Dr. Engstrom left no doubt about his opinion of CBS system.

(6) Sampling frequency is still 3.58 mc, but will be 3.89 mc (per NTSC recommendations) shortly.

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SHOW ITSELF is very much same as recent New York series (Vol. 7:37), most acts repeated, including Nanette Fabray and troupe in vari-colored costumes; also famed "Operation Lovebird," the trained bird act that provides unusually critical test of fringing, blurring, etc. Added was light opera costume scene that gave further opportunity to show off colors.

Engineers' worst moment came, ironically, at 2:15 p.m. Oct. 11 demonstration for Sen. Johnson. One camera went bad, holding up start 20 minutes. It still didn't work too well during show, causing yellowish cast in some scenes. And, capping this, rain washed out plaid-clad bagpipers marching for remote pickup at Palisades, N. J., carried in other demonstrations. But camera quite effectively showed park, wet greensward, color-clad announcer.

Next week's Washington guests include NPA, FTC, engineers, attorneys, RCA dealers and distributors, advertisers, military—along with other govt. folk, plus FCC and members of Congress.

NEW YORK SHOWINGS in Center Theatre were open to public, invited via full-page coupon ads, and they also elicited excited responses. *Herald Tribune's* Joseph Kaselow interviewed number of spectators, found those who had seen CBS color considered RCA's as good if not slightly better. He also wrote:

"There was virtually unanimous agreement that the direct-view RCA system had one advantage over the CBS revolving-disk color method . . . With the direct-view method a viewer could be far to the side and see the picture without distortion, in contrast to receivers using a magnifier."

Kaselow spotted 2 CBS engineers in crowd, saw questionnaires they filled out. He reported they had nothing good to say about RCA color. They refused to sign questionnaires, walked out. RCA had asked that only lay public attend showings, retaining Opinion Research Corp. to survey reactions.

New York Times reporter also gathered enthusiastic quotes. Housewife: "Wonderful, at least 500% better than I had expected." California visitor: "Give me this, I'd like to have one." Diamond merchant, who said he'd seen all color systems: "Give me this kind, it's great."

Long an advocate of compatibility, *Washington Star* (WMAL-TV) joined those who think time is ripe for comparing systems. Said Oct. 10 editorial:

"There has been no side-by-side test of the two systems as yet—but there should be. The FCC has said that it has not closed the door on color TV development. The door should definitely be kept open, for progress plainly is being made in the general field of electronic, compatible color broadcasting."

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CBS-COLUMBIA COLOR SALES are off to slow start, according to some key dealers, though distributors report more orders than they can fill. In Washington, Philip Keller, manager of George's chain, said: "They came. They looked. They went away. No sales. But I must say we did sell a few CBS black-&-white. Everyone says 'screen's too small.' With that price [$500] and so few programs, you can't expect much."

"They want a big screen," said Charles Hoge, manager of Campbell Music Co., Washington, "We'd be very much surprised if we sell one. You've got to have programs. People just don't come down to the store and buy sets at 10 in the morning, the only time color is on. Now, a football game might sell one."

Jules Smith, bluntly outspoken manager of big Davega chain in New York, made no bones about his feelings. A few weeks ago (Vol. 7:37), he said: "CBS is out of step." Last week, he heralded CBS-Columbia color sets with full-page ads and said: "You can't stop progress." This week, after displaying sets in 6 of firm's 40-odd stores, he said:

"They're staying away by the thousands. Haven't sold any. Oh, we sold a couple, but that's nothing. With tax, warranty, financing, you're over $600. The ads didn't pull. People are used to big screens. The price is too high. The color isn't very good. They don't work half the time. The whole thing is premature. RCA has the right idea about color."

But color gave CBS-Columbia an entree to many stores, such as the above, could help it become major black-&-white producer and seller—if it can get enough materials. NPA has refused its request for more metals for color, but company has appealed, will be heard Oct. 23.

CBS-Columbia contended color TV is new industry, thus rates more materials. NPA thought otherwise, suggested company sub-contract color sets among other companies with more materials, if necessary.

CBS COLOR FOOTBALL schedule, on the handful of stations carrying it (Vol. 7:39-40), still hasn't cut much ice. Headline in *Variety* pretty well sums up reaction: "CBS Tint Grid Comes to Chi; But Strictly a Rumor to Public."

Chicago situation was typical. WBKB reports 861 calls during game, mostly asking where color may be seen, where sets may be bought, how home sets can get color in black-&-white. Station carried 5 aural announcements during game, informing public why home screens merely had lines on them. Color sets were displayed by Sears Roebuck, Lyon & Healy, Muntz and servicing firm called Chicago Engineers for TV.

CBS's expanded color schedule will feature color film for first time, 5-5:30 Mon.-Fri. beginning Oct. 15. CBS also announced first commercial—one-shot General Foods promotion of new pie filling, on WCBS-TV only, 4-4:15, Oct. 16. That station's switchboard was said to be swamped with calls during first gridcast, people wanting to know why their sets went into blur during incompatible colorcasts. Color schedule is up to 12¼ hours weekly.

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EIDOPHOR-CBS color theatre-TV equipment will be set up in New York about Dec. 1, says 20th Century-Fox TV chief Earl Sponable. Just back from Zurich (Vol. 7:40), he reports: "The results were very good, in fact I might say exceeded my expectations." His company expects 150 color installations by April.

Unusual experiment in color seems to be going on in Phoenix. *Retailing Daily's* Lester Gilbert reports Oct. 11 that KPHO-TV has been conducting closed-circuit tests with system developed by Color TV Associates Inc., Newport Beach, Cal. He reports it has 1800-rpm disc at camera, 900-rpm disc at receiver, uses 30 frames instead of 48, and pictures can be received on unadapted black-&-white sets. He writes: "Except for the inherent flicker, [it] looked good." Engineers here say outfit "appears to be 15-20 years behind the times," using field-sequential system at low field rate, producing "intolerable" flicker or very dim pictures, or both.

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PARAMOUNT PICTURES issued question-answer release this week on its Lawrence tri-color tube (Vol. 7:38-40), making following claims:

(1) Tube is good for any color system, as well as for black-&-white.

(2) It may be inserted in any existing set, receive CBS color with minor circuit changes and adapter.

(3) New color sets with tube should cost about 15% more than monochrome.

(4) Quantity production of tube can be expected by first of year, same for color-monochrome sets with tube.

(5) Present performance of tube is substantially superior to other color tubes in a similar stage of laboratory development.

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XELD-TV's request for 140-mc transmitter, to synchronize Matamoros, Mexico, transmitter with Brownsville, Tex., power system (Vol. 7:38), was turned down by FCC on grounds Commission hasn't authority to make grant to alien-owned station. But Commission pointed out that common carrier may be able to provide needed service.

FCC this week denied Crosley's request to transmit NTSC color signals over WLWT, Cincinnati, during regular programming hours, same as it did RCA-NBC and Philco requests (Vol. 7:38).

Telecasters' excess profits tax relief (Vol. 7:37-38) was written into Senate-House compromise tax bill, is scheduled to pass both houses and go to White House by Oct. 17.

Television Digest WITH AM-FM REPORTS
1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
October 13, 1951

FIRST QUARTER METAL CUTS—FOREWARNING: Biggest cutback yet in metals for TV-radio and other household consumer durables is virtually certain for first-quarter 1952.

These figures are tentative -- and they're rounded-out averages for all types of household "hard goods" -- but, on basis of DPA's announced first-quarter program determinations, it appears now that manufacturers of TV-radio and other home appliances will receive:

Copper -- 29% less than they receive in fourth-quarter 1951.

Steel -- 11.6% less than they receive in fourth-quarter 1951.

Aluminum -- 16% less than they receive in fourth-quarter 1951.

It's practically impossible to predict first-quarter TV-radio production on basis of these average figures, because of these imponderables:

Conservation: how much scarce materials will it save? Components: how readily will they be available? Inventories: how much materials and subassemblies will manufacturers carry over from the fourth quarter? Supplemental allotments and other changes could alter this picture considerably, move percentages up or down.

Copper will be controlling factor in TV-radio production -- as you can see from foregoing figures. Already in fourth quarter, it's most critical material.

All electronics manufacturers will have rough time getting enough metals for first and second-quarter production -- even producers of the components that go into military and "defense-supporting" equipment.

Aluminum is big bottleneck, too -- and in electronics line this will hit hard at manufacturers of capacitors and TV antennas, as well as assemblers of TV and radio sets. Conservation and substitution is now vital necessity in all lines. For example -- it won't be long before virtually all TV antenna makers switch from aluminum to steel or wood for masts. Said DPA-NPA administrator Manly Fleischmann:

"To the extent possible, steel has been provided for the manufacture of consumer durable goods in first-quarter 1952 to compensate, in part, for the reduced amounts of copper and aluminum that are available to these manufacturers."

To meet fourth-quarter aluminum allotments, Govt. is now diverting aluminum that would normally go to stockpile to help make up deficit resulting from power shortage in Pacific Northwest. And NPA Oct. 12 reduced by 15 days -- from 60 to 45 -- permitted inventories on that metal (CMP Reg. 2, as amended).

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TV-radio set shortages in first quarter? Despite cuts, Govt. doesn't think so. Fleischmann told Congressional committee Oct. 12: "The outlook is that production of such civilian items as refrigerators, radios, TV sets and home appliances of all kinds will be reduced, but because generally ample supplies are now on dealers' shelves, the supply should be sufficient to meet normal consumer needs."

NPA Electronics Div. was allotted 75,385 tons of steel, 33,760,000 lbs. of copper, 18,000,000 lbs. of aluminum to dole out for all "Class B" (standard) electronic products and components in first quarter. In addition to civilian items, this allotment must cover the tremendously accelerated production of components and end products for military use.

The so-called "non-controlled" materials -- meaning everything except steel, copper, aluminum -- will also cause plenty of headaches to electronics manufacturers in coming months. Nickel situation (Vol. 7:36-37), for example, is still critical, but DPA authorities are cognizant of problem, and presumably will order spot aid to manufacturers in extreme emergencies.

In making over-all industry allotments, Fleischmann gave this warning: "I want to emphasize that in the case of all 3 materials with which we are dealing -- steel, copper products and aluminum -- there are some uncertainties that will affect

first-quarter supply, and that estimates generally are on the optimistic side. We will have to have a lot of good fortune to realize the estimated supply on the basis of the allotments that have been made."

TRADE BRISK—SALES OUTRUNNING OUTPUT: Sets selling nicely at all levels...another 48,000 TV units knocked off factory inventories during first week of year's final quarter...production continuing to crawl upward -- there you have essence of TV business picture as it's now unfolding.

RTMA statistical week ended Oct. 5 was week of pre-series and first World Series baseball games, also first week of regular transcontinental network service. That conduced to good demand, particularly in new network cities -- Salt Lake City, San Francisco, Los Angeles, San Diego, where sales are reported very brisk.

Generally satisfactory business, is report from just about all other TV areas, too. It could be that the trade has leveled off to "normalcy," though the industry isn't old enough yet really to fix on norms.

Oct. 5 week's production report showed 87,919 TVs made (2918 private label) as against 81,946 preceding week, highest 5-day output since mid-May. And factory inventory dropped to 414,625 from preceding week's 462,896, lowest since April.

Radio output for week was 230,385 (102,226 private), not much change from week before. Radio inventory figure of 388,463 compared with 381,566 week preceding. Week's radios were 132,900 home receivers, 21,426 portables, 76,059 auto.

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Having produced some 4,000,000 TVs first 3 quarters (Vol. 7:40), industry won't make more than 1,000,000-1,250,000 this fourth quarter in view of materials shortages and govt. controls. That was opinion of RTMA president Glen McDaniel, who spoke Oct. 12 before New Orleans meeting of Assn. of Electrical Leagues.

"Material shortages," said he, "are becoming more acute as deliveries of defense orders increase. Govt. allocations of several critical metals have been sharply reduced for the fourth quarter and may be cut again for the first quarter of 1952. Thus, it would appear that the radio-TV manufacturers will be unable to increase their civilian production greatly during the next few months regardless of the extent of consumer demands."

With industry now back at 80,000-a-week rate of production, against low of 8200 this summer, and with retail sales reported running 2½-3 times factory output, Mr. McDaniel said "a rather sudden change from an oversupply to a shortage of the more popular models of both TV & radio sets could occur in the near future, possibly even before the end of the year." He went on:

"From the long-range point of view, there is every reason for the industry to be optimistic. We are on the threshold of a tremendous expansion of TV broadcasting which obviously will be accompanied by a proportionate increase in set sales...

"No one in the industry should have any apprehensions about the adverse effects of uhf and color on present sales of monochrome sets. Technical progress always has been a characteristic of our industry, and the ability of radio-TV manufacturers to adapt themselves quickly to changing circumstances has been responsible not only for their survival but for their success.

"Neither uhf nor color telecasting will be so widespread in the immediate future as to threaten obsolescence of any black-&-white receivers. The integration of these new services into the present system no doubt will be gradual and orderly, with little or no dislocation to the present audience of nearly 14,000,000 sets."

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Note: We queried heads of top 20-odd TV manufacturing concerns, asking their opinions about shortages and market prospects generally for rest of this year and early next. Most have answered, and with only one exception thus far all seem to agree that demand will continue high and shortages will hit by mid-winter at least. We'll recapitulate their replies later, meanwhile culling from one this confident statement that pretty well epitomizes what several others wrote, too:

"We have no fears at all about next year's demand...If it were not for material shortages, I would expect that next year would be one of the largest..."

Topics & Trends of TV Trade: Biggest picture tube maker RCA admitted this week it was accelerating production of all-glass TV kinescopes, but denied unequivocally trade rumor that it was abandoning the metal-coned variety. Rumor apparently grew out of growing shortages of the particular type of stainless steel RCA uses.

Tube dept. v.p. Richard T. Orth said company "will continue in the foreseeable future its policy of producing both metal and glass types." He added: In view of the uncertainty surrounding the availability of steel, we are contemplating an appreciable acceleration in the production of all-glass kinescopes to insure sufficient supply of tubes for TV receiver manufacturers. We will continue to produce metal tubes in ample quantities to meet the requirements of the replacement market."

RCA recently turned to production, for own sets, of 17 & 21-in. rectangulars exclusively, but still makes the 10, 12, 16 & 19-in. required for replacements.

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Trade Miscellany: Wage increase of 7¢ an hour, retroactive to June 18, granted to UEW-CIO workers in Philco's Philadelphia and Sandusky TV-radio plants—this in addition to previously granted 2¢ an hour . . . GE now shipping radio apparatus from new plant in Utica, N. Y. . . . Hallicrafters, major "ham" equipment producer, offering equipment and cash awards to novice-class radio amateurs making contact with all States and earning regular licenses between Sept. 8, 1951 & Sept. 7, 1952 . . . Motorola to distribute henceforth through own wholly-owned subsidiary in New York area . . . Primer on trademark "do's and dont's", by RCA attorney Abraham S. Greenberg, is carried in October *Electronics* . . . Admirable TV Supply Corp., New York, ordered in consent judgment to change name as of Nov. 1, Supreme Court Judge Koch upholding complaint of Admiral Corp. . . . Sylvania leases 23,000-sq. ft. plant in Waldoboro, Mass., will employ 200.

RTMA's new full-time service manager is E. W. Merriam, ex-DuMont service chief and ex-chairman of RTMA service committee. He reports Oct. 15, having agreed to take position on temporary basis. Among his projects will be promotion of training courses for service technicians in trade and vocational schools, coordination of industry activities to improve servicing and eliminate servicing abuses. He faces touchy task of spreading oil on troubled waters—following vitriolic attacks on RTMA policy this week by several servicemen's organizations for alleged failure to answer their complaints on such subjects as chassis design, corrective servicing notes, service data, warranties, shortage of servicing personnel.

FCC action against CBS—for labeling its TV sets CBS-Columbia—is unwarranted, Commission advised American TV Inc. (U. A. Sanabria) in letter this week. Sanabria had complained to FCC, as he had to Federal Trade Commission (Vol. 7:39), that CBS gives itself free advertising with every network identification. Commission said such allegations of unfair competition should be thrashed out in private litigation or before FTC.

Canadian RTMA reports 964 TVs sold for $503,098 during August, up from July low of 323 (Vol. 7:37), bringing 8-month cumulative sales to 21,357 valued at $11,678,062 and over-all cumulative (from start of count) as of Aug. 31 to 59,180 valued at $27,954,645. Factory inventories at month's end totaled 16,205.

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Degree of B.S. in Television will be offered by U of Southern California, courses to start with spring semester Feb. 7. New Dept. of Telecommunications is being set up, TV studio built with $100,000 gift from oilman Allan Hancock, chairman of university's trustees.

Trade Personals: Frank M. Folsom, RCA president, returned Oct. 10 from flying trip to Italy, where he had an audience with the Pope; Spain, where he conferred with Generalissimo Franco; and Israel, where he surveyed prospects for recording plant . . . Paul H. Leslie, Detroit mgr., named TV sales mgr., GE receiver dept., Syracuse, succeeding David Davis, promoted to New York district mgr., with Joseph A. Kerr named New Jersey district mgr. headquartering in Newark . . . R. S. Holmes now director of RCA Laboratories Div. contract research lab, with George M. K. Baker transferred to his office as asst. . . . Morton M. Schwartz, ex-Tele-tone, joins Olympic Radio as asst. to Al Friedman, gen. sales mgr. . . . Myron Blackman, ex-Kaye-Halbert, appointed gen. sales mgr., National Electronics Mfg. Co., Los Angeles, maker of Natalie Kalmus and Cinema TV sets, succeeding Jack Richmond, who continues with National and other firms as consultant designer . . . Richard Bambery transferred from advertising to asst. to Paul Dye, in charge of Admiral distribution . . . S. S. Schneider promoted to mgr., engineering dept., Canadian Westinghouse electronics div. . . . James Valladares resigns as plant mgr., Philharmonic Radio, New Brunswick, N. J. . . . Philip S. Beach, ex-Pacific Outdoor Adv., named to newly created post of adv. director, Hoffman Radio . . . Samuel Gross, president, and Sol Gross, secy-treas., have resigned from Emerson-New Jersey Inc., Newark; Irving Sarlin, sales mgr., becomes gen. mgr. . . . Trevor H. Clark, ex-Federal and RCA Labs, named director of military research & development div., Southwest Research Institute, San Antonio . . . Frank B. Rogers Jr., ex-Ampro, named sales v.p., Reeves Soundcraft Corp. . . . Maj. Gen. Douglas A. L. Wade, Royal Corps of Signals, has arrived in Washington to be telecommunications attaché at British Embassy . . . Louis Selsor, ex-DuMont, named jobber sales mgr., National Video Corp. . . . L. E. Septer named sales mgr. for tuner and tube divisions, Sarkes Tarzian Inc. . . . Otto H. Schade, RCA tube dept., gets SMPTE David Sarnoff Gold Medal Award for developing method of rating film and TV systems in objective mathematical terms . . . Henry F. Argento, Raytheon sales mgr., named asst. v.p. and appointed asst. mgr., power tube div.

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With William Boss shifted from Rochester to Camden to be assistant to RCA consumer products v.p. Joseph B. Elliott in handling of field contacts, RCA Victor home instrument dept. sales v.p. A. B. Mills announced these new field salesmen and territories: Donald E. Roark, Albany & Hartford; Jack K. Sauter, Buffalo, Rochester, Syracuse & Binghamton; Philip E. Cunningham, Nashville, Chattanooga, Knoxville & Birmingham; Robert F. Cage, Detroit, Saginaw, Lansing & Grand Rapids; Daniel Gentile Jr., Kansas City, Des Moines, Sioux Falls & Denver; Bruce S. Durant, Indianapolis, Milwaukee & Peoria.

Dr. Allen V. Astin, govt. career scientist associated with development of proximity fuses in World War II, has been appointed acting director, Bureau of Standards, succeeding Dr. Edward Condon, resigned to becoming research director, Corning Glass. Dr. Astin as associate director of Bureau was responsible for electronics along with other developments.

A. D. Plamondon Jr., president of Indiana Steel Products Co., and chairman of RTMA small business survey committee, was elected chairman of Air Force Small Business Survey Committee, RTMA president Glen McDaniel named secretary, at Oct. 9 meeting at Wright-Patterson Air Base, Dayton.

Dr. Anton Frederik Philips, 77, founder of Europe's big Philips radio and lamp concern at Eindhoven, Holland, died there Oct. 7.

Financial & Trade Notes: Third quarter reports will soon start issuing, are expected to show considerable declines in TV-radio companies' sales and earnings because of (1) sharply reduced TV output and sales during that period, (2) defense orders not yet rolling. But contrary to expectations, major set manufacturers will report they were in the black that quarter, thus should show respectable profits for year as whole.

"I think," said one very competent Wall Street observer, "they will have at least as good, if not better, year in 1952 when govt. work will start contributing to shipments. The big boom, however, is still 2 to 3 years off." He was thinking, primarily, of anticipated opening of new markets when freeze ends and more stations get on the air (Vol. 7:36-37). Even now, though, as United Business Service reported Oct. 8, "the appeal of TV shares lies chiefly in the prospect of expanding present ownership of sets more than twofold."

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Among officers' and directors' stock transactions reported by SEC for August: **Dee S. Lenfesty** sold 1200 Arvin, holds 1500; **Victor Mucher** bought 500 Clarostat (July), holds 13,100, wife holds 2200; **Frank L. Driver** bought 400 Driver Harris, holds 38,080; **Richard E. Laux** sold 1500 General Instrument, holds 100; **Philip F. La-Follette** bought 50 Hazeltine, holds 800; **Adolphe A. Juviler** sold 2800 Olympic, holds 85,640; **Percy L. Schoenen** sold 700 Olympic, holds 23,306; **Barney Balaban** sold options for 10,000 shares of Paramount, holds 30,000; **R. L. Heberling** gave 155 Philco as gift, holds 23,832 common, 300 pfd.; **John S. Timmons** sold 3000 Philco, holds 10,000; **William Gammell Jr.** sold 1100 Raytheon, holds 14,470; **Robert H. Bishop** sold 209 Sylvania, holds 450; **Don G. Mitchell** sold 100 Sylvania, holds 3074.

These sales of stock by Philco officials were reported to N. Y. Stock Exchange this week: **Fred W. Rombach**, v.p., and **James T. Buckley**, chairman, sold 2162 & 2000 shares, respectively.

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Dr. Allen B. DuMont predicted his firm's sales for 1952, including defense orders as well as TV receiver, tube and transmitter equipment, will run at least 25% ahead of best previous year in firm's history (1950 gross sales were $76,362,665, up from $45,362,089 in 1949). He spoke Oct. 9 before Robert Morris Associates, an association of bank credit men meeting in New York. He also said industry's biggest problem is still the FCC freeze on new station construction, reiterated his oft-expressed conviction that all-electronic and not "mechanical" color will prevail, forecast TV output this year will be about 5,000,000.

Sylvania stockholders vote Nov. 19 on issuance of 200,000 shares of new convertible preferred stock and an increase in the authorized common stock to satisfy conversion rights. Also planned, when market conditions are favorable, is sale of about $25,000,000 of 20-year sinking fund debentures. Company will use $17,200,000 of proceeds from preferred stock sale to retire all outstanding 3¼% debentures, its entire funded debt now outstanding, and other new money will be used for expansion program, including $18,000,000 in plant.

General Instrument Corp. reports net loss of $625,603 for 6 months ended Aug. 31, compared with net income of $487,167 for corresponding 1950 period—attributed to lack of demand for end product, govt. materials controls, transition to defense production, vacation shutdowns.

Trav-Ler reports net profit of $318,486 on sales of $11,389,744 for year ended June 30. Company reported net of $2,309,275 on sales of $13,892,485 for calendar 1950, first full year its stock was publicly held (Vol. 7:12).

Mobilization Notes: More than 300 out of about 1000 manufacturers of electronic "Class B" (standard) products and components have failed to file CMP applications for first quarter 1952 allotments of steel, copper and aluminum. Deadline date for filing was Oct. 1, and NPA Electronics Div. this week sent telegrams to all who haven't filed. It's probable that applications arriving after Oct. 17 will be held up until all earlier applications have been processed and allotments issued, some NPA staffers say.

DPA-NPA chief Manly Fleischmann warned this week that manufacturers will face serious difficulties in obtaining steel, copper and aluminum if they fail to file applications immediately. "Mills are not required to accept authorized controlled materials orders unless they are placed within the prescribed lead times," he said. "In the case of steel, these vary from 45-120 days, according to type of project. A would-be purchaser, who files his application for an allotment too late to receive his authorization in time to meet these deadlines, is just out of luck."

Electronics Div. officials say CMP-4B applications for first quarter are worst yet with regard to errors and omissions. Average application, they say, takes from one to 2½ hours to interpret and tabulate, because of lack of sufficient information.

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Nippon Television National Network Corp. has been formed in Japan, capitalized at 2 billion yen and backed by leading banking, newspaper, movie and industrial interests, to set up system of stations that Japanese Radio Regulatory Commission this week agreed should operate on American 525-line standards. Tokyo transmitter, first of proposed chain of 22, is expected to be ready by spring of 1952, initial TV receivers of U. S. standard make to be imported tariff-free as "educational media." Project is culmination of survey just completed in Japan by Maj. Henry F. Holthusen, New York attorney; William S. Halstead, Crosby Laboratories engineer; and Dr. Walter Duschinsky, studio planner—operating as Communications Consultants, 25 Vanderbilt Ave., New York. U. S. equipment for the TV and a system of telecommunications stations will be ordered. Project will be first private broadcasting for Japan, permitted under law passed during MacArthur regime in 1950; formerly, govt. operated broadcasting as private monopoly.

Denver got World Series on theatre TV after all. Baseball commissioner Ford Frick Oct. 6 reversed earlier decision (Vol. 7:40), wired John Wolfberg permission to pick up series on his Broadway Theatre big-screen equipment from same closed circuit serving some 90 receivers at Brown Palace and Cosmopolitan Hotels. Hookup was made in time to catch third inning of third game Oct. 6, and theatre filled up rapidly as news spread. No admission was charged for Oct. 6 game or remaining 3 games, also carried by Wolfberg on same super-exclusive theatre basis. World Series ate heavily into audiences of TV-equipped theatres in 5 cities presenting big-screen showings of Navy-Princeton football game Oct. 6 under arrangement with National Collegiate Athletic Assn. None of theatres reported better than fair business, managers blaming poor attendance on availability of series free on home TV sets.

Didn't the Russians invent TV, as blandly claimed by a Soviet diplomat as he departed these shores several years ago carrying "sample" of an American-made receiver? Now comes claim they've "discovered" art of mass production of TV sets, reported in AP dispatch from Budapest. It quotes newspaper *Szabad Nep* as stating Russian-made sets are far superior to those of the West, giving "clear, sharp and perfect picture." But Hungarians, AP adds, have to be content with "promise" that TV will reach their Sovietized paradise "in the near future."

FCC APPROVAL of $1,050,000 sale of KEYL, San Antonio, to Geo. B. Storer's Fort Industry Co. (Vol. 7:30) was last of an even dozen sale deals effected since early 1949—all authorized by FCC—and leaves only Chicago's WBKB still now pending. Storer interests now have 4 TV outlets, having founded WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta. Limit is 5, so it's presumed Storer will drop all but one of his still pending applications for new TV outlets—in Cincinnati, Wheeling, Miami, where he has radio stations.

Other TV station deals to now, exclusive of projected ABC merger with United Paramount Theatres Inc., as part of which deal CBS proposes to acquire latter's WBKB, Chicago, for $6,000,000 (Vol. 7:21):

WLTV, Atlanta (formerly WSB-TV), sold to Broadcasting Inc., local group, for $525,000 in swap of channels with CP holder WCON-TV (Vol. 7:32-34, 38-39).

WOW-TV, Omaha, sold with WOW to Meredith Publishing Co. interests for $2,525,000, purchaser acquiring surplus account of $720,000 (Vol. 7:32, 39).

KHJ-TV, Los Angeles (formerly KFI-TV), sold to General Tire (O'Neil) for $2,500,000 (Vol. 7:23, 32, 36).

WOOD-TV, Grand Rapids (changing from WLAV-TV as of Oct. 19), sold for $1,382,086 to Harry Bitner interests (Vol. 7:19, 38).

KTSL, Los Angeles (to be changed to KNXT), sold to CBS for considerations totaling $3,600,000 (Vol. 6:52).

KFMB-TV, San Diego, sold with KFMB to John A. Kennedy interests for $925,000 plus other considerations (Vol. 6:46 & 7:17).

WTOP-TV, Washington (formerly WOIC), sold 55% to *Washington Post*, 45% CBS for $1,400,000 (Vol. 6:25).

KPRC-TV, Houston (formerly KLEE-TV), sold to *Houston Post* for $740,000 (Vol. 6:13, 21).

WFAA-TV, Dallas (formerly KBTV), sold to *Dallas News* for $575,000 (Vol. 6:4, 11).

KING-TV, Seattle (formerly KRSC-TV), sold to Mrs. A. Scott Bullitt for $375,000 (Vol. 5:20); 25% interest sold to Hearst Radio for $375,000 (Vol. 7:26).

KPHO-TV, Phoenix, went into hands of present owners in several stock transfer deals after three 25% stockholders in grantee corporation (Texas oilmen W. L. Pickens, R. L. Wheelock & H. H. Coffield) decided not to purchase stock (Vol. 5:26 & 6:6, 20). New stockholders provided funds for construction.

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Power increase from .5 kw to 5 kw was granted New Haven's WNHC-TV this week when FCC waived its "Fifth Report" (Vol. 7:30-33). Commission had previously said it wouldn't permit community stations, such as WNHC-TV, to go to 5 kw—considering such move a violation of freeze policy. Station convinced Commission that no one would lose by grant, since it already had 5-kw transmitter installed and no other station would suffer interference. Grant leaves only 2 community stations: WDEL-TV, Wilmington, and WGAL-TV, Lancaster. If they say "me too," presumably they'll have to show similar set of circumstances. On other hand, they may prefer to retain present powers, go all the way—100-200 kw ERP—after end of freeze. Commission also finally granted DuMont's WABD, New York, permission to use 5-kw transmitter on Empire State Bldg., radiate 16.7-kw ERP.

Among least expensive TV station proposals to date is that of KIFI, Idaho Falls, Ida. In application filed last week (Vol. 7:40), station said total construction cost would be $83,061, with much equipment to be built under direction of engineering consultant Grant Wrathall, part-owner. Breakdown: transmitter (1-kw output, 3-kw ERP) $11,500, antenna system $10,000, studio equipment $55,761, modulation monitors $2300, legal and engineering fees, $3500.

Everyone is "experting" Comr. Frieda Hennock's chances of getting Senate confirmation to New York Federal bench (Vol. 7:40), but little of the speculation appears authoritative. Four witnesses testified for her Oct. 11, more on Oct. 13. After Oct. 13 closed session of Judiciary Committee, hearings hadn't officially concluded, presumably could resume later. However, there were some doubts about any action at all before Congress session ends, judging from attitude of some members. Recess appointment is possible but not certain. Drew Pearson Oct. 4 column reported some charges he said were leveled at Miss Hennock during hearings. Column was published in New York, not by *Washington Post* which did, however, carry his Oct. 9 column reporting that former Secretary of War Robert Patterson had withdrawn his support after hearing nature of testimony. Witnesses for her during Oct. 11 session included Justice Agnes Craig, Bronx Municipal Court; Jacob L. Holtzmann, attorney and member of New York Board of Regents; Justice Doris I. Byrne, New York Court of Special Sessions; David Schenker, New York attorney.

Date for hearing on Paramount Pictures (anti-trust violations, etc.) and ABC-United Paramount merger (Vol. 7:32, 35) has finally been set for Jan. 15, to be held before FCC examiner yet unnamed. Comment around Commission is that FCC could spend "years" on case if it chose. Says one attorney: "It would take 12 lawyers and 20 accountants a year to study Justice Dept.'s files alone." ABC is particularly anxious to get final decision quickly, needing added expansion capital and fearing it will soon have to go "house-hunting" without infusion of UPT capital. Its leases with NBC—in New York, San Francisco, Los Angeles—expire March 31, 1952. Permission to intervene in case, filed by Fanchon & Marco theatre chain (Los Angeles, St. Louis), was denied by motions commissioner George Sterling—but chain isn't foreclosed from testifying. This week, F&M petitioned FCC to override Sterling.

FCC granted 90-day test of Telemeter, coin-operated subscription TV system proposed by Paramount Pictures (Vol. 7:34, 37), gave company strict orders not to create impression Commission has approved system—same as it did for tests of Zenith's Phonevision, Skiatron's Subscriber-Vision (Vol. 6:6, 47). Tests will be as Paramount proposed: over Los Angeles' KTLA, midnight-9 a.m., using 6 receivers, no public participation. Skiatron is stepping up activity lately, sending director Rear Adm. Timothy O'Brien to Hollywood, presumably to seek films for home tests. He says that Subscriber-Vision, currently punch-card operated, can also use coinbox.

TV station owner Edward Lamb (WTVN, Columbus, and WICU, Erie) this week bought WHOO and WHOO-FM, Orlando, Fla., from Martin Anderson, publisher of *Orlando Sentinel-Star*. Price was $200,000. It's Mr. Lamb's second AM outlet, other being WTOD, Toledo. ABC outlet operates with 5-kw night and 10-kw day on 990 kc. Lamb takes over WHOO's TV application. This week, also, Grant Ashbacker sold his WKBZ, Muskegon, Mich., for $179,000 to Arch Shawd, ex-WJR, Detroit, and WTOL, Toledo. It's also an ABC outlet, operates with 1-kw on 850 kc. Both deals were handled by Blackburn & Hamilton.

Total TV applications rose to 446, of which 14 are uhf, with filing this week by Tel-A-Ray Enterprises Inc., Henderson, Ky., for uhf Channel No. 50. Firm is made up of group of local business men. [For further details, see *TV Addenda 13-N herewith;* for listing of all applicants to date, see *TV Factbook No. 13* and Addenda to date.]

Electromagnetic radiation bill (S. 537) was finally passed by Congress this week, Senate concurring in House amendments (Vol. 7:38). Bill gives President control over all radiating devices which enemy could use for navigation.

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Television Digest

WITH AM / FM REPORTS

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CBS COLOR SHELVED 'FOR THE DURATION': Looks like you can forget about color TV -- for an unpredictable period.

CBS system goes into mothballs, that's definite. Compatible system developments may also have to be shelved -- next week will tell.

Shocker came at 3 p.m. Friday, Oct. 19, when CBS president Frank Stanton released statement that, at request of mobilization director Charles E. Wilson, CBS would immediately stop all color set production and programming "in the national interest...for the duration of the emergency."

At about same time, Mr. Wilson's office released letter to Stanton, which asked such suspension "in order to conserve critical materials." Press release from his Washington office also stated he would call all TV manufacturers to meeting sometime next week "for the purpose of discussing the desirability of suspending all further development of color TV in order to free highly skilled electronic engineers for important military projects."

[For texts of Wilson letter and Stanton statement, see p. 5.]

Story broke after N.Y. Stock Exchange had closed, so there was little activity in CBS Friday when "A" closed at 28½, "B" at 28¼, off ¾ & ½ respectively in a generally weak market. They opened at 27⅞ & 27⅞ Saturday, closed at 27½ & 27¼.

* * * *

Questions, speculation, cross-allegations -- erupted all over the country, among manufacturers and telecasters especially, when the news broke. "Who done it?" was the common refrain -- and efforts to plumb the facts met some blank walls.

CBS spokesmen were absolutely mum, and FCC officially said "no comment" until it has "more information". One staunch CBS adherent at FCC said: "I see the fine hand of General Sarnoff in this one." But Sarnoff, fresh from the triumphs of RCA's New York-Washington demonstrations (Vol. 7:41), and its remarkable showings of large-screen theatre TV in color this week, said he was nonplussed -- probably would have nothing to say until manufacturers' meeting with Wilson.

Some industry topkicks, while inclined to gloat over what they said was end of CBS's color campaign, were mad as hornets over idea that all color development, even the compatible kind of NTSC & RCA, might have to be frozen.

Several boiled, off the record, and only the ever-blunt Dr. Allen B. DuMont asserted, "Damn right you can quote me." Said he:

"It's a hell of a note. I think they should make CBS make those sets. They would lose their shirts, as I always said they would."

Other industry men spoke in same vein, indicating intensity of feeling that prevails. Said one of foremost: "How much critical materials could this save? CBS wouldn't make enough color sets to put in your eye. Why? Nobody is buying them or would buy them. Who will buy one of those things for 6 or 7 hundred bucks?" (He was referring to fact that CBS's 10-in. magnified receiver, listed at $499.95, actually comes to very nearly $700 with taxes, warranty, installation, service contract.)

"As for saving engineers for military projects," said this spokesman, who is

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in no way connected with RCA, but is an enthusiast for NTSC's current color work, "you aren't going to save much by calling them off color. I imagine there are altogether, throughout the industry, 2-300 engineers working on color. If you want to save engineers, take them off new picture tube development, uhf and such stuff.

"But what would you do with them? I don't think there's enough military work to keep them going. But I don't know whether you can tell Wilson that. He says there's a shortage of engineers. The whole thing depends on whether it's materials or engineers that he's worried about. We'll know next week."

* * * *

There you have the thinking of industry leadership -- for from start just about whole electronics and industrial fraternity has been lined up against CBS and FCC in their effort to put over non-compatible color.

Everyone in trade reached, within short time available before going to press, seemed convinced Wilson's request was CBS-inspired -- "a way off the hook" and "a chance to wave the flag" in the process, as one put it.

It's really curious how each camp uses same argument to detect "machinations" of the other. CBS proponents have said CBS sets don't use much materials that couldn't be diverted from black-&-white. Opposition says lack of demand for the CBS sets means they wouldn't use much material anyhow.

Fact is that CBS's request to NPA for extra materials to manufacture color receivers had been rejected -- and CBS had appealed rejection to NPA appeals board and was scheduled for hearing Oct. 23 (Vol. 7:41).

* * * *

Move was really at high level. NPA Electronics Div. was caught flatfooted. DPA administrator Manly Fleischmann had been out of town for last week, got back and lunched with Wilson day of announcement. It's known, definitely, that Fleischmann had a "request" before him for several weeks. No one at DPA will say where request originated, but they'll say they think they know.

Speculation is that pitch may have been from Paley to Symington to Wilson, inasmuch as former 2 are social cronies and Paley spends several days each week in Washington on his job as chairman of President's Materials Policy Commission (Vol. 7:2,4), a post obtained for him by NSRB (now RFC) Chairman Symington.

* * * *

Here are some of the many questions being raised:

(1) Stanton says color is off for "duration of the emergency." And Wilson asked for suspension "until such time as critical materials are in sufficient supply to warrant production." Which comes first? Will CBS resume color if materials noose loosens, though emergency persists?

(2) What will FCC do about it, if anything? Would it consider a petition for compatible standards while DPA-induced color "freeze" is on?

(3) Will CBS be permitted to continue laboratory development, as Stanton says it intends to, if rest of industry's color engineers are "frozen" off color?

(4) Would Wilson extend engineering freeze to uhf, picture tubes, black-&-white redesign and refinement -- or even to station construction, theatre TV, etc.? DPA officials say color action isn't unique, pointing out, for example, that Govt. has limited number of cars with automatic transmissions.

(5) Is Wilson merely "suggesting" or is he "ordering"? If latter, why was same letter not sent to NTSC members, to RCA, to those other firms which, like CBS, have also been advertising availability of color units?

* * * *

Reasons Wilson gave for action -- materials and engineering shortages -- were ignored by FCC when it rendered color decision about year ago in time much more uncertain militarily than the present (Vol. 6:35). Then, the defense agencies were predicting even more dire impact of Korean War demands on electronics industry.

Materials situation was cited by Supreme Court Justice Frankfurter, too (Special Color Report, May 28, 1951), and rejected by CBS when it asked for and got DPA's assurance Govt. didn't intend to interfere with color production (Vol. 7:1).

Whether all color TV development will stop, is probably biggest question pending. Manufacturers who were accused of ganging up against color per se for fear it might hurt their black-&-white business, now are straining to go ahead with RCA and/or NTSC compatible system, and everybody thought it was only a matter of several months before the compatibility proponents would ask FCC to reopen "door ajar".

Some manufacturers also say much color work is "straight down the line" on military projects, closely allied with certain defense plans.

President Richard Hodgson, of Chromatic TV Labs (Paramount Pictures), after hearing news, announced that Lawrence tri-color tube uses no more critical materials than black-&-white tubes, could be put into sets requiring no additional materials. But he admits that it may make little sense to put tube into sets now, inasmuch as there's no more colorcasting and a compatible system may eventually be adopted.

* * * *

Distributors and dealers seem relieved to have color "incubus" off their necks. Now they can tell customers color is out the window for duration -- though lately they've indicated, as one told us, that "color is the least of our troubles so far as sales resistance is concerned."

The few color sets out -- CBS declines to divulge number -- may have served as store traffic builders, but they certainly didn't sell color sets. One big Washington dealer, who displayed color set, was so miffed by Friday's happenings that he asserted: "I'm telling them to take their whole line back. The only reason I took it was because I expected the color set to bring people into the store." He has not sold one color set, he said, nor taken one order.

CBS-Columbia Inc. has been doing good job of building up distribution organization on strength of new name and color promotion. It may wind up with net gain yet -- in developing market for its black-&-white sets. Sales manager Richard Payne said dealer interest in line has increased "hundred-fold" since old Air King days.

Company has straightforward selling job to do now, competing against some 100 other brands. Price-wise, it faces usual handicaps of any small producer facing big and long-entrenched mass producers. It has advantage of CBS name and TV-radio network facilities, can probably still hold onto substantial private-label market in which its precursor Air King once mainly operated (Sears Roebuck, et al).

* * * *

Few think incompatible color will ever be resurrected, not least of these being CBS's own affiliates who have shown conspicuous lack of enthusiasm for system -- and only handful of whom have carried its network colorcasts, now halted.

Whether work on compatible color is stopped or not, every black-&-white set sold becomes so much added weight that an incompatible system would have to lift.

And FCC's greatest hope, new stations in new markets, which some thought might be pressured into color, directly or indirectly, can scarcely be expected now to hop into color when the station freeze is lifted.

THEATRE TV CLIMAXES RCA COLOR SERIES: Before Friday's big color explosion (see p. 1), RCA engineers were elatedly winding up 2 weeks of highly successful color showings, including impressive theatre-TV demonstrations in New York. Next move was to be field-testing of those NTSC-recommended specifications not already in their system -- including 3.89-mc color carrier (in lieu of 3.58), asymmetrical sampling, etc.

Rest of industry has been gearing for Nov. 2 full NTSC meeting in New York to agree on the few remaining system factors to be field tested.

This week's RCA showings were much like last week's, with virtually everyone conceding compatible system is "almost here," if not already "ripe" for standardization. FCC commissioners who attended this week -- Jones, Hyde, Sterling, Webster -- are naturally shy of commitments. But their off-the-record comments make it quite clear they're impressed with what they've seen but are by no means prepared to "buy" the system on basis of one demonstration they've witnessed. Said one:

"They've made progress -- extremely interesting progress. But there are a lot of questions to be answered. One showing like this isn't like a hearing with 10,000 pages of testimony and 200-odd exhibits. This isn't the kind of situation

you can make a judgment on. If they have satisfactory answers to the criteria in our color decision -- that's the thing."

Another remarked: "I was particularly interested in the questions asked when I was there -- cost of sets, convertibility of black-&-white sets, etc. RCA seemed to have a little trouble with them." Others reserved comment, as did chairman Coy last week, or couldn't be reached. All but Hennock have now seen system.

"If you had seen pictures like these during the hearing," we asked one commissioner, "do you think your decision would have been different?" He laughed, said: "Well, the decision would have been less obvious."

Many Washington consulting engineers and radio attorneys attended, left more satisfied than ever that compatibility is basic, and that FCC must eventually accept compatible system. Perhaps best-informed comments were those of engineer Stuart Bailey, who served on famed Condon color committee (Vol. 6:28,30):

"It's a definite improvement. The apparent contrast isn't quite as good as CBS's. But that's probably an interim thing. Registration is better than ever before. It's perfectly satisfactory color.

"Charges of complexity against the RCA system never worried me. Black-&-white is too complex -- but it works. Those things shake down; they always do."

We asked whether Condon Report might have been different had committee seen current RCA pictures. "I don't think so," he said. "If you read it again, and look at the table we prepared, I think you'll find this is the sort of thing we anticipated. But I think CBS has made an important contribution to color. If they hadn't forced the issue, we probably wouldn't be as far along as we are."

* * * *

RCA's theatre-TV showings all week in New York's Colonial Theatre were also tremendous hit with theatre men, press and public. Many said the pictures were even better than those on receivers.

Theatre men appeared truly excited. Typical quotes:

Nathan Halpern, president of Theatre Network TV Inc.: "Very important progress. I think it's acceptable right now. Of course, there's no equipment for sale yet, presumably because there are some problems to work out yet."

Dana Atchley, technical TV chief, United Paramount Theatres: "All of us are extremely enthusiastic. That goes for Mr. Goldenson [president] and Mr. O'Brien [executive v.p.]. We're particularly impressed with compatibility for theatre TV as well as home TV. It's important to be able to install black-&-white now, knowing that you can continue using it when color comes. Certainly, we shouldn't wait until color is available. We'll shortly have 24 [UPT] theatres equipped."

Richard Hodgson, president, Chromatic TV Labs (Paramount Pictures): "Very good. Maybe we should have more bandwidth, but this is acceptable right now."

Bernard Lust, Lust chain (Washington, D.C.): "If they could build one now, I'd take it. Of course, there are a few imperfections, but the average moviegoer wouldn't even see them. It's very much like Technicolor, much better than other color film processes."

* * * *

Most of press reacted much as did theatre men. Variety reported: "Colors... were solid and true, indicating the new tint system can well be that extra fillip needed to get big-screen video over the hump." New York Times: "Theatre men, accustomed to Technicolor and other motion picture color systems, felt that RCA color still had a long way to go before its quality would equal that of existing color systems. All things considered, however, this initial demonstration was judged a marked success." Herald Tribune: "The large-screen color was of high fidelity, but not so sharp as standard motion picture reproduction. However, the colors were softer and easier to look at than movie color."

Our own feeling was that more resolution and brightness would be welcome. Most engineers had same reaction, and RCA v.p. W.W. Watts did remark that "perhaps more bandwidth may prove desirable." Bell Labs' veteran Pierre Mertz suggested that more resolution may make up for less light to some extent -- although RCA's Dr. David Epstein said achievement of greater light output isn't much of a problem.

Equipment uses 3 kinescopes, 7-in., with 60 kv (compared with 80 kv for monochrome). Projector is on floor of theatre, about 30 ft. from screen, giving 9x12-ft. picture.

Basic equipment is very similar to gear RCA used for color theatre TV with simultaneous system in 1947, employs 3 Schmidt optical systems. Projector was developed for RCA labs' auditorium, thus accounting for picture size and length of throw. RCA said equipment would be developed for 18x24-ft. picture, 40-80 ft. throw.

Program was same show, thrice-daily, going to audiences in New York and Washington viewing home-type sets (Vol. 7:41).

Dr. Epstein, who directed the development, was mildly riled because some people considered pictures somewhat under Technicolor quality.

"I'll take on Technicolor any day of the week," said he. "Our system just has more inherent fidelity than Technicolor. And I can prove it." He also pointed out that same studio show was being picked up direct in New York and going over coaxial and microwave to Washington, thus making it difficult to control studio lights, etc. to best advantage for each type of showing.

* * * *

Biggest question in most people's minds is much-publicized Eidophor-CBS theatre TV (Vol. 7:41), due to be demonstrated in New York in month or 2. Most engineers say they're reserving judgment until showings, are particularly concerned about servicing and maintenance of Eidophor.

Pictures should be good, they say, since system employs field-sequential standards superior to those of CBS: 525 lines vs. 405, 180 fields vs. 144, 12 mc vs. 6 mc. These are basically the standards used by DuMont in its industrial color (Vol. 6:10). Trouble, engineers say, is how to get system between cities, since there are no 12-mc networking facilities.

Since no FCC approval is required for closed-circuit theatre TV, way is clear for use of any color system -- assuming Govt. doesn't ask industry to call off projects. But chances are color theatre TV will still be purely experimental when FCC's theatre-TV hearing begins Feb. 25, and there's no knowing whether Commission will permit industry to choose own standards -- as industry would like to do.

STANTON'S PRESS STATEMENT

IN THE national interest, CBS and its manufacturing units will comply immediately with ODM's request to suspend manufacture of color television equipment for the duration of the emergency. CBS television will also suspend its regular schedule of color broadcasts in view of the fact that there will not be a sufficient number of color receivers in the hands of the public to warrant such a broadcast service.

We look forward to the day when we may resume our color production and make this electronic achievement available to the American people. Within the limitations which may be imposed by the Defense Mobilization effort, we intend to continue experimental and developmental work during the period of manufacturing suspension, with particular attention to the development of a tri-color tube in connection with the CBS color television system, which received full commercial authorization by the Federal Communication Commission.

Development of a tri-color tube of CBS design is proceeding rapidly and we expect that such a tube can be demonstrated shortly and will allow simplicity and economy in manufacture.

The CBS laboratories will also concentrate on the development of a simple adapter which may be attached to ordinary black-& white television sets and which will enable those sets to receive color television signals in black and white. Such an adapter made generally available to the public at a reasonable price should remove any significant objection to the CBS color television system on the grounds of incompatibility with present black and white standards.

CBS-Columbia Inc., our manufacturing subsidiary, will continue to manufacture black-&-white television sets and electronic equipment for the defense program.

WILSON'S LETTER TO STANTON

AS YOU know the defense mobilization program in which we are now engaged requires the use of vast quantities of scarce materials in the production of military items and essential industrial expansion. In order to meet the production schedules which have been established it is necessary for us to overcome many bottlenecks and to conserve critical materials for those emergency programs.

We are making strenuous efforts to expand our sources of raw materials. Eventually we should be able to carry forward the military program and at the same time maintain our normal civilian production. In the interim, we are calling upon American industry to minimize the use of scarce materials and to stretch supplies through the use of substitutes. Through this program we believe that the civilian economy will be kept reasonably well supplied with essential goods. We must, however, request industry to suspend plans for mass production of new products which are not absolutely essential and which would require the use of critical materials. After careful study, I have reluctantly concluded that the mass production of color television sets presents such a case.

I am, therefore, requesting the Columbia Broadcasting System to suspend its plans for the manufacture of color television receivers in order to conserve critical materials until such time as these materials are in sufficient supply to warrant production. Your cooperation in this matter would be of great benefit to the defense effort.

TELECASTERS ADOPT SELF-CONTROL CODE: Determined to head off govt. action, America's telecasters this week voted themselves a strict self-censorship code.

Representatives of 65 TV stations & 2 networks, meeting in Chicago Oct. 19, approved Program Standards Code substantially as prepared by committee under Robert Swezey, WDSU-TV (Vol. 7:25,31,36). There were no dissenting votes, 3 abstentions. Code must still be ratified by NARTB-TV board at next meeting, scheduled Dec. 3.

Many telecasters found code tougher than they'd anticipated -- only 2 said it wasn't tough enough. Much of it is borrowed from motion picture code and old radio code, runs gamut of most-complained-about programming excesses and shortcomings -- all the way from "indecent exposure" to length of commercials.

Copies are available from NARTB, 1771 N St. N.W., Washington 6, D.C.

"This code obviously was written for the American people and not for people who own and operate TV stations," said NARTB president Harold Fellows at the Chicago meeting. Copies will be circulated this week to FCC and to Sen. Johnson's powerful Interstate & Foreign Commerce Committee, now considering the Benton Bill to set up 11-man TV-radio "program advisory board" (Vol. 7:22,33,36,41).

Code contains many flat prohibitions -- against profanity, obscenity, the glorification of criminals, religious and racial bias, etc. But when it comes to advertising practices, tone becomes decidedly more placatory.

Commercial time standards are merely "suggested [as] a guide to determination of good telecast advertising practice," with notation that they may be revised "from time to time." Sample suggested lengths of advertising messages: 15-minute news programs, 2¼ minutes; other programs (Class A time), 2½ minutes in 15-minute programs, 3 in 30, 6 in 60; all other hours, 3 minutes in 15, 4¼ in 30, 7 in 60. There's no reference to such practices as double-spotting at station breaks, etc.

"NARTB TV Seal of Approval" goes to stations subscribing to code. It will be on slide or film, for display by stations in same way movie producers use MPAA's "Johnston Office" self-censorship seal. It's suggested seal might be used in background of station identification slide.

TV's "Johnston Office" will be 6-man TV Code Review Board, to be named by NARTB-TV board, with NARTB chairman Justin Miller ex-officio member. First board will serve until 1952 convention; thereafter members will serve for year.

Board's duties, as outlined in the code: (1) Review all TV programming. (2) "Receive, screen and clear" complaints about programming. (3) Define & interpret code. (4) Keep FCC, Congress and other govt. agencies informed of code's operation. (5) Inform code subscribers of complaints & commendations. (6) Make recommendations or prefer charges to TV board concerning violations. (7) Recommend amendments.

'HITCHING THEIR WAGONS TO NEW STAR': Whither Hollywood? Will film industry "meet and conquer the threat of TV" -- or is it to be a knock-down-and-drag-out between home and theatre entertainment -- or are the two media destined to merge?

"Movietime U.S.A.," glittering current bootstrap promotion campaign of film industry, is producing results -- no doubt about that. While they aren't exactly tearing down the doors (except on occasional theatre-TV nights), customers are returning to the movie palaces. And film folk like to stress this point:

Despite return of big TV shows, both film rentals and theatre business have continued summer's upswing through September. They give these reasons: (1) "Movies are better than ever." (2) TV's novelty is wearing off.

But can Hollywood continue to battle TV as a competitor -- or will film and telecasting industries eventually discover they're interdependent? Theatre owners already are laying plans to blend with TV through station ownership, theatre TV, etc. (Vol. 7:39). Movie producers, too, know they have important decisions to make.

Old films in studio vaults -- once written off as virtually worthless -- have taken on new luster. Libraries of 5 leading film producers alone are said to be worth some $280,000,000 for TV use (Vol. 7:18). But the major studios are still withholding them to protect theatre owners.

Public's appetite for the Hollywood product -- on home TV sets -- is unques-

tioned. With hundreds of new stations after freeze, it will increase many fold. A.C. Nielson survey showed every night 1,000,000 TV sets in New York area are tuned to at least one feature film -- with figure rising to 1,500,000 on Friday nights and 1,600,000 Tuesdays. Only films included were those made for theatre release.

Possible forerunner of trend is testimony by Republic Pictures president Herbert J. Yates that his studio has been considering giving up production of films for theatres, devoting entire output to TV features. Statement came out in course of hearing on cowboy star Roy Rogers' precedent-setting suit which succeeded in preventing Republic from selling or leasing his old films to TV (Vol. 7:26-27,30).

Setback to movie companies seeking revenue through release of old films to TV was administered Oct. 18 by Los Angeles Federal court with Judge Hall's grant to Roy Rogers of permanent injunction to keep Republic from offering his films to TV.

Rogers' contract didn't mention TV specifically, but reserved actor's right to control association of his name with sale or advertising of any commercial product. Court ruled this applied to TV programs -- both sponsored and sustaining -- since sustaining programs in effect advertise network or station presenting them.

Decision opens way for other stars with contracts similar to Rogers' to prevent studios from releasing their pictures to TV.

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Hollywood is at the crossroads, and we think Variety's Oct. 10 sizeup of situation particularly worth reading:

"The next 6 months are expected to be the period of decision for the motion picture industry. Level of the box-office between now and next April is seen as the tell-tale on whether the film biz, as now constituted, can live side-by-side with TV or whether the senior entertainment medium is slated for wholesale merger with its junior competitor.

"In any case, of course, the gap between films and TV is recognized as bound to close somewhat. With video already manufacturing and chewing up miles of film footage every week, with theatres installing large-screen tele as fast as they can get sets, with Paramount and 20th-Fox in heavy TV investments, and United Paramount hankering to merge with American Broadcasting Co., there can be little doubt that the contact between the 2 media is already getting fairly close-knit.

"If the b.o., however, should fail during the coming winter to sustain the gains it has made in recent months, a wholesale realignment of film thinking vis-a-vis tele can be expected. In efforts to bolster profits and/or hedge themselves against further income losses, the majors can be expected to start looking for ways to jump into video with both feet.

"Instead of the tentative eyeing of tele that's now going on, the big producing, distributing and exhibiting firms will undoubtedly be actively on the prowl for quick ways of hitching their wagons to the new star. For the producers that means selling of old -- and not-so-old -- product to TV..."

AZCARRAGA PLANS DOZEN TV STATIONS: Uninhibited by any freeze, content to let U.S. worry about uhf and color and all that, Mexico is proceeding with plans for new TV stations -- and we're now advised that no less an enterpriser than Emilio Azcarraga, country's top TV-radio and movie tycoon has projects for 4 new border stations and 6 others. These would be in addition to the one he already operates in Mexico City (XEW-TV, Channel 2) and second he plans there (XEQ-TV, Channel 9) -- both to function from giant new 25,000,000-peso, 26-studio TV-Radio Center due to be ready Dec. 1.

XEQ-TV still awaits govt. go-ahead for installation at Cortez Pass, some 15,000 ft. above Mexico City. Altitude is so great that DuMont was required to guarantee satisfactory operation of transmitter in such rarified atmosphere. Idea is to throw signal not only over Mexico City but also over vastly wider radius (100 mi. or more) than can normally be attained by TV. (Salt Lake City's KDYL-TV, incidentally, is planning station on Mt. Nelson, 9300 ft. above sea level, 3660 above average terrain, claimed as highest in U.S., expected to give 90-mi. radius with 50-kw ERP.)

Now experimenting on Channel 9 is home-built station operated by Guillermo Gonzales Camarena at XEGC, Saguayo; he was chief engineer for Azcarraga's radio net-

work, and Azcarraga reports: "There is absolutely no difference, so far as quality of image and sound is concerned, between the transmissions of his station and ours."

Azcarraga has applied for border stations at Tijuana, close to San Diego; Jaurez, opposite El Paso; Nuevo Laredo, opposite Laredo, Tex.; Reynosa, about 50 mi. west of Matamoros (opposite Brownsville, Tex.) where Mexico City publisher Romulo O'Farrill's XELD-TV recently went into operation on Channel 7 (Vol. 7:31,36). Senor O'Farrill also owns Mexico City's other existing TV -- XHTV on Channel 4.

Six more outlets are planned at Monterrey, Guadalajara, Tampico, Guanajuato, Veracruz, Torreon. Most of the stations, reports Azcarraga, will be managed by an organization formed by his companies with owners of leading local radio stations. Network plans await Cortez Pass station and, presumably, microwave relays therefrom.

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Note: Foregoing stations would comprise majority of the "20 or 22" which Mexico's director-general of telecommunications, Miguel Pereyra, while in Washington in early August, told us were in the works, would be built within year. New table of vhf channel allocations to Mexico, considerably revised from one previously set up in FCC table, will be released shortly by State Dept. It gives Mexico more channels, is understood to affect proposed U.S. allocations only in that (a) San Diego loses educational Channel No. 3, which goes to Mexicali, and (b) several changes in channel numbers, though not number or distribution of channels, will be required in proposed U.S. table of allocations (see TV Factbook No. 13).

For news about other Latin American TV station plans, see below.

MORE TV ACTIVITY in Latin America, spurred no doubt by availability of U. S. equipment while freeze persists here:

Dr. Assis Chateaubriand, Brazil's big chain newspaper publisher and radio operator, who already has established TV outlets in Rio de Janiero and Sao Paulo (see *TV Factbook No. 13)*, has ordered RCA equipment for another station in Belo Horizonte, to operate on Channel 4 and be ready in early 1952. Plans are also afoot for Porto Alegre.

Sao Paulo's second station, licensed to Radio Televisao Paulista, is nearing completion and due on air on Channel 5 by Jan. 1. It's also reported that Jao Baptista do Armaral, radio station owner and publisher of *Sao Paulo Recorde*, is planning to build both in that city and in Rio.

This week was inaugural time for Argentine's first, LR3-TV, Buenos Aires, operating on Channel 7, said to be forerunner of 2 more in Buenos Aires, 2 in Rosario, one each in Cordoba and Mendoza (Vol. 7:36, 40).

Uruguay's Servicio Oficial de Difusion Radio Electrica (SODRE), official regulatory agency, has asked "immediate" bids for construction of nation's first TV station in Montevideo, reports Dept. of Commerce's *Foreign Commerce Weekly*. No standards were specified, but govt.-appointed committee has recommended U. S. standard 6-mc channels, using No. 2 to 6, with line and field standards to be adopted after tests.

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FCC can't censor, chairman Wayne Coy told Knights of Columbus in Oct. 17 letter to its Supreme Council secretary. Latter had forwarded resolution, passed at annual meeting Aug. 21-23, demanding that "proper authorities . . . take the necessary action to see that all TV shows are presented in such a way that they will not offend any person." Said Coy: "The law places the responsibility upon the station licensees . . . They are limited in the exercise of their judgment by requirements of law which prohibit the broadcast of obscene, indecent or profane language and information relating to lotteries." He suggested organization "consult with the station operators."

FCC Commissioner George Sterling speaks Oct. 31 to New York Section of Armed Forces Communications Assn., plans to discuss TV in general—freeze, uhf, color, etc.

Personal Notes: Telford Taylor, onetime FCC gen. counsel, recently in private practice, who as an Army brigadier general prosecuted Nuremberg trials, confirmed by Senate this week as administrator, Small Defense Plants Administration . . . James Miles, ex-director of Purdue U's WBAA, named executive director, National Assn. of Educational Broadcasters, newly-established full-time job, with headquarters at U of Illinois . . . Edward Cheyfitz, aide to Eric Johnston, has resigned from Motion Picture Assn. Washington staff, his TV duties to be handled by Taylor Mills of N. Y. office; he plans to open law office in Washington . . . Clarence L. Doty, ex-mgr., WJZ & WJZ-TV, named gen. mgr., Bories Organization Inc., TV-radio packaging-merchandising firm for grocery-drug trades . . . Robert Dressler transfers from TV research for Paramount Pictures to director of research-development of its 50% subsidiary Chromatic Television Laboratories Inc. . . . George Shupert resigns as v.p., Paramount TV Productions, off to Los Angeles Oct. 20 to make plans . . . George W. Harvey, sales mgr., WGN-TV, Chicago, Nov. 5 becomes mgr. of WFLA, Tampa . . . Charles C. Duncan promoted to operating staff mgr., AT&T Long Lines Dept. . . . David J. Jacobson, ex-Young & Rubicam, named CBS-TV director of public relations . . . George B. Storer Jr. transfers from WAGA-TV, Atlanta, to Fort Industry Co.'s newly acquired KEYL, San Antonio (Vol. 7:41) in early November, manager W. D. (Dub) Rogers Jr. going on semi-active status . . . Roger LaReau named commercial mgr., WTVN, Columbus . . . Maury Baker, ex-ABC, named TV-radio chief of BBDO, San Francisco . . . Sidney Nadler, ex-film director, WOR-TV, joins WXEL, Cleveland, as asst. film director . . . Wm. E. Lane, ex-WWJ-TV, joins Video Films, Detroit, in charge of sales . . . Ed Gruskin, recently in Europe for ECA, joins Official Films Inc., N. Y.

TV service in congested area is analyzed by FCC chief engineer Edward Allen in *A Service Study in the Lake Erie Region*, (TRR Report 5.3.2), available from Technical Research Div., Room 1629, Temporary T Bldg., 14th St. & Constitution Ave., Washington.

Walter W. Carruthers, 38, Don Lee engineering v.p., died Oct. 15 after brief illness; surviving are widow and son.

Network Accounts: Gillette shares Oct. 26 sponsorship of Joe Louis-Rocky Marciano fight on its *Cavalcade of Sports* with Admiral, Crosley, GE, Motorola, Philco, RCA & Sylvania on coast-to-coast NBC-TV, Fri. 10-conclusion . . . Lucky Strike starting Nov. 4 presents *Jack Benny* 6 times from Hollywood on CBS-TV, Sun. 7:30-8 during time regularly occupied by *This Is Show Business;* other dates are Dec. 16, Jan. 27, Mar. 9, Apr. 20, June 1 . . . G. F. Heublein & Bros. Inc. (A-1 Sauce & Mustard) Oct. 3 started sponsoring 12:15-12:30 segment alt. Wed. of *Ruth Lyons' 50 Club* on NBC-TV, Mon.-thru-Fri. noon-12:30, thru Scheidler, Beck & Werner, N. Y. . . . General Foods (Swans Down Instant Cake Mix, Minute Rice) starting Jan. 6 will sponsor *Claudia* on NBC-TV, Sun. 6:30-7, thru Young & Rubicam . . . Carter Products Inc. (Nair, Arrid, Rise) starting Nov. 3 sponsors *City Hospital* on ABC-TV, alt. Sat. 12:30-1, thru Ted Bates & Co. and Sullivan, Stauffer, Colwell & Bayles, N. Y. . . . Waring Products Corp. (Waring blendor) starts Fri. participation in *Homemakers' Exchange* Oct. 19 on CBS-TV, Mon.-thru-Fri., 4-4:30, thru Hicks & Greist, N. Y.

Station Accounts: Local political time being sold by TV outlets on ever-increasing scale, auguring huge demand about this time 1952—with national headquarters of major parties planning various aids to State and local candidates; in hot Philadelphia mayoralty race, candidates and spokesmen are buying Class A time . . . WNAC-TV, Boston, reports these among accounts participating in daily 1-1:30 p.m. *Shopping Vues:* Abon Mfg. Co. (glove clips, handbag holders), thru J. J. Coppo Co., N. Y.; Grocery Store Products Co. (Cream of Rice cereal), thru Ted Bates & Co., N. Y.; Metropolitan Ice Co. (frozen food delivery), thru Harry M. Frost Co., Boston; New York & New England Apple Institute Inc., thru Charles W. Hoyt Co., N. Y.; Von Schrader Mfg. Co. (Powderene rug cleaner), thru Reincke, Meyer & Finn, Chicago . . . Food firms using Donald Duck brand name, under Walt Disney licenses, are now engaged in TV-radio-newspaper promotions, thru Russell M. Seeds Co.; among licensees are Atlantic Syrup Refining Co., Philadelphia (chocolate syrup), and Cinderella Foods, Dawson, Ga. (peanut butter) . . . A. C. Gilbert Co. (toy trains) buys 8 *Boys Railroad Club* films on WABD, New York, Fri. 6:45-7, thru Charles W. Hoyt Co., N. Y. . . . Delta Tool Div., Rockwell Mfg. Co. (power tools) buys Sat. 1:15-1:30 *Delta Tool Show,* film, on WTMJ-TV, Milwaukee, thru Marsteller, Gebhardt & Reed, Chicago; other new WTMJ-TV national accounts: Hills Bros. (coffee), thru N. W. Ayer, N. Y.; Blum's of San Francisco (candy), thru BBDO, Minneapolis; Fearn Labs. Inc. (soup mixes), thru Howard H. Monk, Rockford, Ill.; R. Gerber & Co. (corn popping oil), thru Newby & Peron, Chicago . . . Hotpoint Inc. sponsoring *Today's Teens* on WENR-TV, Chicago, panel of 4 teenagers discussing modern problems, thru Maxon Inc. . . . Crosley planning another TV spot drive Nov. 12-Dec. 7, thru Benton & Bowles, N. Y. . . . GE sponsoring films of U of Georgia Sat. grid games Sun. afternoons on WLTV, Georgia Tech games same afternoon on WSB-TV . . . Among other advertisers reported using or preparing to use TV: Sau-Sea Foods (Sau-Sea shrimp cocktail), thru William von Zehle & Co., N. Y.; Top Secret Hosiery Sales Co., thru Pearl Randolph Stanton, San Francisco; Arrestine Sales Agency Inc. (tablets to stop smoking), thru Sparrow Adv., Birmingham, Ala.; Southwestern Bell Telephone Co., thru Gardner Adv., St. Louis (KSD-TV); Caruso Brands Inc. (Caruso foods & macaroni products), thru Bermingham, Castleman & Pierce Inc., N. Y.; Fenton Art Glass Co. (Fenton glassware), thru John Falkner Arndt & Co., Philadelphia; Monogram of California (Add-A-Mite home calculator), thru Sidney Garfield & Associates.

SEVEN TV MANUFACTURERS are joining with Gillette to sponsor Joe Louis-Rocky Marciano heavyweight bout coast-to-coast on NBC-TV, Oct. 26—and together they're paying what may be a record for rights to any prizefight. Gillette, regular TV-radio sponsor of Friday night fights, is paying $230,000, of which $50,000 will be for time charges, $180,000 to International Boxing Club for TV-radio rights. On top of this, set manufacturers will pay $70,000—or $10,000 each—making grand total of $250,000 to IBC and $300,000 for entire telecast, including time charges.

Set makers sponsoring bout are Admiral, Crosley, GE, Motorola, Philco, RCA, Sylvania—all except GE among the 8 which joined to snag July 18 Joe Walcott-Ezzard Charles title bout away from theatre TV, paying $100,000 for TV-radio rights (Vol. 7:28-29). Plugs for TV manufacturers Oct. 26 will be institutional in character, as they were on July 18 telecast. Deal is one-shot action, no permanent organization of TV manufacturers having been set up to sponsor sports events.

Same day sponsorship was announced, Oct. 17, RCA consumer products v.p. J. B. Elliott told Philadelphia bankers convention that theatre TV and home TV "can and should" function as complementary media. Added Elliott: "I should like to end, once and for all, the rumor that home TV interests are currently building up a war chest to do battle with theatre TV."

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Amplification Dept.: "Your Newsletter of Oct. 6 [Vol. 7:40] gave a good picture of the Denver excitement over the World Series presentation on TV," writes John R. Howland, director of products research, Stewart-Warner Corp., "and yet, according to a New York banker with whom I had supper last night and who was in Denver at the time, your story was an understatement. Not only was the World Series on TV the only topic of conversation in Denver, on the street or anywhere during those days, but the theatre showing was accomplished under the auspices of Max Brooks, executive v.p. of the Central Bank & Trust Co. of Denver, who gave away admission tickets to applicants in the order of their requests so as to avoid Commissioner Frick's ban on the sale of tickets for theatre exhibition. Mr. Bromfield, of the Corn Exchange Bank of New York, quotes Mr. Brooks as saying that after the play on Sunday had been rained out and those who had tickets had the privilege of exchanging them for the following day, the lines formed at 2 a.m. and hundreds of people were sleeping in line when the distribution of tickets was begun Monday morning." Editor's Note: Bank reportedly picked up $5000 check for cable charges in return for exclusive distribution of tickets.

Cost figures filed by WKY-TV, Oklahoma City, in brief protesting FCC's proposal to shift it from Channel 4 to 7, show: (1) Investment in facilities is $506,242. (2) Loss in 1949-50 was $269,647. (3) Total cost of shift would be $167,480; depreciated book value of present transmitter is $56,500, presumably partially salvageable; cost of antenna, which has "doubtful" salvage value, was $28,500. Brief includes statements from 41 dealers and servicemen who say it would cost public hundreds of thousands of dollars to adapt or replace receiving antennas. Station proposes alternative allocation to FCC plan, leaving WKY-TV on Channel 4.

RCA has stepped up power of its 20-kw transmitter and amplifier (TT-20BL & TT-20AL) to 25 kw, redesignating them TT-25BL & TT-25AL—for Channels 2-6. Power remains 20 kw for Channels 7-13.

Army is cancelling all advertising contracts, including TV-radio (thru Grant Adv., Chicago), following Congress' removal of entire $3,100,000 recruiting ad appropriation.

Television Digest WITH AM-FM REPORTS
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Trade Report
October 20, 1951

CRYSTAL-GAZING THE NEAR FUTURE OF TV: RCA consumer products v.p. Joseph B. Elliott sparked the most lively conversation piece in the industry several weeks ago when he flatly predicted shortages of "quality receivers" by mid-December (Vol. 7:39). So we addressed identical letters to a cross section of TV set manufacturers, asking them:

"What's your thinking on this score, and on TV market prospects generally for the rest of this year and early next?"

Thoughts of most seemed to run in same direction: demand will soon outrun foreseeable supply, material shortages inevitably in offing.

Of the 14 responding, all but 3 gave us permission to quote them by name, and we've digested their responses herewith. But the 3 anonymous respondents are particularly worth noting, because each in own way dissents from majority.

One is a private label manufacturer, who opined that the materials situation will ease up during first 1952 quarter "and therefore production may be greater than is anticipated at this time." Another, a highly reputed medium-sized manufacturer who said his firm's inventories were all absorbed by Sept. 15, saw no shortage until fall of 1952; thinks the industry "ought to get sensible" and plan in terms of 4-5,000,000 sets next year "so they will make as much on this volume of business as they would with 50% more and dumping the extra 50% at a loss."

The third, also medium-sized, pooh-poohed shortage problems, asserted he's "a bit allergic on the subject of material shortages." His reply ran so far counter to others that his quotes are worth special note. All replies were written before DPA administrator Manly Fleischmann's lugubrious report last week on metal supplies (Vol. 7:41). For essential quotes from most of the replies, see opposite page.

TV MARKET UP, INVENTORY CUT IN HALF: "Biz better. Table models short. Conservation measures evident in shipments received this a.m. per long-standing plans."

Foregoing verbatim message from major distributor for one of top receiver manufacturers, in good market, just about epitomizes trend of TV trade as a whole. And the trend of business generally would seem to apply to TV-radio particularly, as nicely summed in Oct. 19 United States News:

"Sales volume, in fact, has never been so high except during scare-buying waves...hard goods are selling better than in any year except 1950 and early 1951."

And National Industrial Conference report this week says liquidation of inventory could be basic fact of fourth quarter -- third quarter having been marked by leveling off. Its sizeup of commodity market in general certainly applies to TV.

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This week's RTMA figures on production and inventory are all to good, too: TV output for week ending Oct. 12 was 99,877 (1990 private label), up some 12,000 from preceding week (Vol. 7:41) -- and best week since 122,489 of last April 20.

Factory inventory same date fell to 389,894, down about 25,000 from week before -- down, too, to just about half peak inventory figure of 768,766 recorded as of last Aug. 3 (Vol. 7:32). In other words, factory inventory has been reduced some 380,000 in 11 weeks to approximately the figure of mid-April (Vol. 7:16).

Oct. 1 distributor and dealer inventory estimates (always month late) won't be known until early November -- former from RTMA, latter from Dun & Bradstreet -- so it's somewhat too early to gauge flow in those pipelines. However, the recently reported figures for end of August were quite gratifying (Vol. 7:40), and reports from wholesalers and retailers have been consistently good the last 6 weeks.

Radio output fell to 205,014 units (73,929 private label) from 230,385 the preceding week, factory inventory also going down slightly to 362,688 from 388,463. Radios were: 147,574 home receivers, 27,238 portables, 30,202 auto.

What They Say About Demand, Supply and Shortages

(See story on opposite page)

ADMIRAL CORP. (Ross D. Siragusa, president)—"The first of the year will see a shortage of TV sets of the better known brands. As far as prospects for next year are concerned, all I can say is that it pretty much depends on what happens in Korea and in Europe. If the Govt. continues to restrict the use of materials, obviously we are going to feel the effects of it in proportion to the amount of restrictions . . . "

BENDIX RADIO, div. of Bendix Aviation Corp. (R. W. Fordyce, gen. sales mgr.)—"My estimate is that there will be a shortage of good quality low-end merchandise before the end of this year. I do not believe there will be an over-all shortage of medium and higher priced merchandise this year, but I feel that inventories will be brought well in balance at year end. The pinch from a material standpoint will very probably be felt the first quarter of 1952, and will no doubt accelerate from that point on. I have the feeling that during the coming year the market will be able to absorb the merchandise which the industry will be able to produce, and that we will not see a repetition of the price-cutting and dumping which occurred this summer."

CROSLEY DIV., Avco Mfg. Corp. (John W. Craig, v.p. & gen. mgr.)—"There is no question but what the wolf is finally at the door on the materials problem . . . Every indication is that the first [1952] quarter cuts, particularly in copper, aluminum and nickel, will be more severe than for the fourth quarter. I feel that steel will also be cut to some degree in the first quarter as compared to the fourth quarter, although not so drastically as has been the case in the reductions in copper and aluminum. All of this spells less materials and less unit production of TV receivers; however, the industry has done a good job to date in the conservation of materials, and I think much more can be accomplished, particularly in the conservation of copper and aluminum.

"I think we must be realistic about the 1952 market for, as you know, for all practical purposes there will be few if any new stations on the air for the calendar year 1952 due to the freeze situation. [Yet] there is still more than ample inventory in the pipe-lines [and] it is our considered opinion that manufacturers will be able substantially to supply the demand for the remainder of this year and into 1952 insofar as we can predict today from the over-all materials available for the succeeding quarters in 1952. It is my further opinion that prices will increase as we progress in the next few months for, as you know, wage rates are 'tied to the moon', and also unit volume has been reduced due to material shortages, which means higher burden costs."

EMERSON RADIO & PHONOGRAPH CORP. (Benjamin Abrams, president)—"It is my opinion that the demand for TV receivers will exceed the supply no later than December . . . It appears that right now, sales at the consumer level are considerably in excess of production. Likewise, I find that in the case of Emerson, it is also true that sales by distributors to dealers are approximately 100% in excess of our factory's current production. [But] the real shortage can only take place after . . . inventories are disposed of.

"Based upon allocations of material, the manufacturer is not likely to materially increase his production for the rest of this year over the current production rates. It is also well to note that indicated allocations for the first quarter of 1952 will be smaller than the fourth quarter [and] the real shortage panic [should] be felt and fully appreciated right after the first of the year."

GENERAL ELECTRIC CO. (A. A. Brandt, gen. sales mgr., receiver dept., Electronics Div.)—"Long anticipated shortages for manufacturers are now a reality at a time when the industry traditionally moves into peak production. [And] there appears to be no reason to expect an early change in the materials and controls situation, certainly not before the second or third quarter of 1952. It is expected, therefore, that curtailed production coupled with increasing demand will result in an actual shortage of TV at the consumer level either late in 1951 or early in 1952."

MAGNAVOX CO. (Frank Freimann, president)—Though absent when our letter was received, Mr. Freimann was quoted in reports from Dallas to effect that production first quarter 1952 will be "considerably less than half" first quarter 1951 and that there will definitely be shortage of sets by Christmas. He described certain markets as "runaway," notably San Francisco, and stated: "There's no question but what prices will have to rise, not only because of supply and demand but because of the continued upward pressure of material and labor costs."

MOTOROLA INC. (Robert W. Galvin, executive v.p.)—"There is a shortage of Motorola TV receivers now. Although we are manufacturing at the maximum rate permitted by govt. regulations, we are still required to allocate each set. It is anticipated that this condition will continue through the first quarter of 1952. Depending on future govt. regulations and the expanding market for TV, a more serious shortage could develop in the last half of 1952."

PACKARD-BELL CO. (Robert S. Bell, executive v.p.)—"The NPA [has] allotted materials which, in their estimation, will allow the industry to produce 1,000,000 TV and 2,000,000 radio sets during the fourth quarter, which is, of course, the peak sales period. This should result in the clearing of almost all inventory on the market, plus the sale of current production. The result should be a shortage of at least some lines, if not all, by Dec. 1.

"We are sold out through Dec. 31, which is as far ahead as we take orders. The first quarter of 1952 should see substantial sales [and] I find it hard to believe that the production of less than 1,000,000 TV sets [in first quarter] will satisfy the demand, although it should not create any actual acute shortage. [It appears] that there will be a rather good balance between supply and demand so far as keeping the business profitable for dealers, distributors and manufacturers during the first quarter of 1952 [and] there will be a continuing large demand for TV even without new stations. We just don't believe in the bogey of saturation any more than the automotive industry has during these past 30 years."

SENTINEL RADIO CORP. (Ernest Alschuler, president)—"Unless there is a complete change in the present quite apparent pattern of increasing volume of sales and a decreasing ability to manufacture, our thinking here is that the filled pipe-lines will be emptied somewhat after the first of the year. We continue to be confident that the

demand for TV will be more than healthy, but it is unfortunate that a way eannot be found to more moderately gear production with demand."

STROMBERG-CARLSON (S. R. Curtis, v.p. & gen. mgr.)—"It is my thinking [that] by the end of 1951 the overstock of TV sets hanging over the market will have been pretty well disposed of at all levels, the manufacturer, distributor and dealer. [And] I believe that the present CMP regulations [will] eontinue to hold a ceiling on the amount of production possible, and that by the first of the year, most manufacturers will be pressing production to the eeiling.

"Furthermore, I gather [that] the amount of raw materials to be allocated for the first quarter will be even less [than during fourth quarter]. If these assumptions prove to be correct, then the market after the first of the year should be reasonably firm, and I believe the production will tend again to the use of larger and larger tubes, since the unit output will be restricted, and since the differential in tube prices has become less and less."

SYLVANIA ELECTRIC PRODUCTS INC. (A. L. Chapman, v.p., Radio & TV Div.)—"I believe there will be a shortage of TV receivers in the first quarter of 1952 due to the shortages of materials, and also due to demands for plant capacities for military equipment . . . We have no fears at all about next year's demand, because it is evident that at long last the FCC should be very close to the time when the freeze should be lifted and UHF stations are going to take TV into the byways of the nation. If it were not for material shortages, I would expect that next year would be one of the largest in TV volume."

TELE KING CORP. (Louis I. Pokrass, chairman)—"There definitely will be shortages of materials which will curtail production of TV receivers during 1952, which shortages will really start the latter part of this year and will steadily increase—becoming worse by the end of 1951."

NAME WITHHELD ON REQUEST—"Like most manufacturers in our industry, we opened the production valves wide during the first quarter of 1951 and built to the limit of our capacity in the belief that we could not receive materials later this year. Of course, we know that there's no evidence of real shortages in our industry at this moment. Our production is now being stepped up again, and we have no difficulty procuring all items needed.

"We are being advised again that there will be severe shortages of materials and some components early in 1952. Just last week two receiving tube manufacturers told me that the real bottleneck would be the shortage of nickel which would definitely limit the quantity of circuit tubes that can be covered in the first quarter. In my files there are letters and memoranda dated just about a year ago which cover the subject of a nickel shortage that was developing in the tube industry and which was going to not only slow us down but probably stop us in 1951 . . .

"Personally, I do not believe that the shortage of materials will be a handicap to manufaeturers next year. I think the industry will be able to manufacture as many sets as it ean sell. Material shortages will probably develop, but I think that our industry is extremely resourceful and that it will be successful in developing the substitutes and designing changes necessary to get around any 'real' material shortages that develop.

"We are not stocking up any materials in anticipation of shortages . . . We are gambling on the side of enough materials to support our sales program. If we lose this gamble, there will be a severe shortage of our merchandise, which to me is a much 'higher class problem' than having a surplus of merchandise . . ."

Topics & Trends of TV Trade: Not much doubt about parts shortages—in minds of GE electronics executives, at least. Syracuse plant laid off 2000 employes Oct. 18, shut down TV plant for week, blaming shortages of "certain eomponents." Released workers were told to report back Oct. 24, and it was indicated that during shutdown company will begin converting some of its TV plant space to military production. During early phases of recent trade slump, GE workers generally fared better than most other TV-radio plant personnel beeause company continued relativcly high production while others trimmed output.

* * * *

New, lower price ceilings for TV-radio are being explored, OPS offieials told representatives of set manufacturing industry at Washington meeting Oct. 18. A special price control order for TV-radio industry was suggested by OPS to put ceilings "at a more realistic price level," since sets currently are selling well below levels established by OPS' general ceiling priee regulation (GCPR). Industry spokesmen said set manufacturers currently are operating on small profit margins as result of trade slump. Possible priee ceilings on warranties also were discussed. Subcommittee of 5 will be named to look into possibilities of tailored pricing order for TV-radio.

Members of OPS TV-radio manufacturers industry committee: C. P. Baxter, asst. gen. mgr., RCA-Victor home instrument dept.; A. B. Chambers, DuMont; Arthur L. Chapman, TV-radio v.p., Sylvania; Richard A. Graver, v.p., Admiral; W. J. Halligan, president, Hallicrafters; Larry F. Hardy, president, Philco TV-radio div.; Gerald Light, adv. mgr., Emerson; Glenn W. Thompson, president, Arvin; I. W. Wyckoff, secy.-treas., Pilot.

Trade Miscellany: Crosley starts construction of new $5,500,000 plant for defense production on 73-acre tract on Glendale-Milford Road, Cincinnati, to provide 360,000 sq. ft., employ 1500-2000, be partially ready by June 1952 . . . Because DuMont's W2XCD, in Passaic, N. J. (now WABD), began regularly scheduled telecasts in 1930, and firm's first receiver was turned out there in 1938, that city has adopted slogan "Passaie, Birthplace of Telcvision"—and Chamber of Commeree plans dinner Nov. 14 honoring Dr. Allen B. DuMont . . . Olympic Radio's 3-week jurisdietional strike ended with return of about 450 IBEW (AFL) workers Oct. 15, issue with IUE to be resolved under NLRB eleetion to be set . . . Argentina's new TV station in Buenos Aires (see p. 8), supported if not eontrolled by Peron regime, signaled order by Ministry of Eeonomy issuing certificates of neeessity for 30,000 TV sets, expected mainly from U. S.

Merchandising Notes: Trade-in sales account for 40-60% of current Los Angeles retail TV business, Oct. 19 *Retailing Daily* reports—unnamed executive of "largest volume chain" quoted as saying private and off-brand promotional sets still represent 75% of his total sales . . . RTMA has published eounty-by-eounty figures on estimated 2,744,831 TVs shipped to dealers during first 8 months of 1951, available on request . . . Report on Muntz TV Inc. by O. B. Motter & Associates, N. Y., notes these TV unit sales: April 11,589, May 7491, June 6890, July 6574, August 11,046, Sept. (estimated) 10,000—total of 53,590 valued at $14,926,300, as against 41,434 valued at $10,786,600 for same 6 months of 1950 . . . Muntz reported now turning out 24-in. eonsole to list at $360 plus tax . . . Arvin 8½-in. table model offered by *Chicago Sun-Times* free to anyone procuring twelve 6-month subscriptions.

Mobilization Notes: Tougher policy on tax amortization benefits for plant expansion was announced by DPA chief Manly Fleischmann Oct. 18 as 60-day "moratorium" ended (Vol. 7:33). Principal changes, designed to cut down number of govt.-aided expansion projects:

(1) After Nov. 1, no company can begin expansion without DPA approval. Formerly, firms could postpone application until 6 months after they had started building.

(2) Ten-band priority system will be set up to govern processing of applications, with machine tools getting top place on list. Most electronic plants would fall under priority No. 5, "military end items and supporting projects urgently needed by the armed services."

During "moratorium," DPA actually handed out more authorizations for fast tax write-off than any comparable period—including certificates of necessity for some $20,000,000 in expansion of electronic and related companies. In addition to those listed in Vol. 7:33, DPA okayed these projects since moratorium began Aug. 18 (amortization at 75% of project cost except where otherwise noted):

Crosley, Evendale, Ohio, fire control units, $4,697,500; Corning Glass Works, Danville, Ky., glass bulbs for electronic tubes & lamps, $3,605,750 (50%), and lead glass tubing & rod for tubes & lamps, $2,228,450 (50%); Emerson, Jersey City, fuzes, $1,960,160; Allen-Bradley Co., Milwaukee, resistors, $1,316,088; Sonotone Corp., Elmsford, N. Y., military items, $347,553.

Certificates granted in cases where expansion had already begun before Sept. 23, were listed by DPA without dollar value, which will be established later. The following cases came under that heading, and are listed with dollar value applied for, rather than amount granted—which is often considerably less:

Brown & Sharpe Mfg. Co., Greystone, R. I., military items, $1,442,258; Sylvania, electrical products at Warren, Pa., $822,610, and tubes at Emporium, Pa., $314,000; Motorola, Phoenix, research, $528,840; Raytheon, electronic tubes at Newton, Mass., $427,428, and magnetron tubes at Waltham, Mass., $353,581; Jeffers Electronics Inc., DuBois, Pa., capacitors & choke coils, $371,154; Hycon Mfg. Co., Pasadena, Cal., electronic equipment, $306,152; RCA, Lancaster, tubes, $127,000; Raymond Rosen Engr. Products Inc., Philadelphia, electronic equipment, $76,417; Resistoflex Corp., Belleville, N. J., aircraft electronic equipment, $69,617 (80%); Federal Enterprises Inc., Chicago, transmitter & receiver assembly cases, $25,725; Lear Inc., Los Angeles, control systems, $10,616.

* * * *

Two new defense electronics groups were set up this week by Defense Dept. Research & Development Board under chairman Donald A. Quarles of RDB's electronics committee. Most important move is establishment of clearing house to collect and disseminate information on reliability of electronic equipment, headed by M. Barry Carlton of RDB secretariat and Dr. Albert F. Murray, RDB TV-radio consultant. Represented will be Munitions Board, Joint Chiefs of Staff, the 3 armed services.

Also formed was group on transitors (Vol. 7:39), composed of top men in the field, to assist electronics committee "to establish sound policies for the development and functional application of transistors by the armed services." Transistor group's membership: Dr. J. W. McRae, Bell Labs, chairman; E. Finley Carter, Sylvania; Dr. E. W. Engstrom, RCA; Dr. I. A. Getting, Raytheon; Dr. A. G. Hill, MIT; G. F. Metcalf, GE; Col. Cary J. King, Office of Chief Signal Officer; Col. George F. Moynahan, office of Army asst. chief of staff; James M. Bridges, Ordnance; Charles L. Stec, Navy Bureau of Ships; H. V. Noble, Wright Air Development Center, Dayton; Dr. E. W. Samson, Air Force Cambridge Research Center.

Financial & Trade Notes: Despite lower income from theatres, Monogram Pictures reports over-all revenue from film rentals went up because of income from TV—and president Steve Broidy said company is organizing unit to produce films expressly for TV. Monogram showed consolidated net profit of $1,061,648 ($1.40 a share) on gross of $9,311,900 for fiscal year ended June 30, compared with loss of $668,342 on $9,225,800 in fiscal 1950.

No evidence of "recession" in United Paramount Theatres Inc. report for 9 months ended Sept. 30, showing consolidated net earnings of $9,537,000 (including $3,483,000 of capital gains) or equivalent of $2.93 a share. This compares with $7,963,000 (including $1,456,000 capital gains) or $2.44 a share for same 1950 period. For third quarter, earnings were $4,688,000 ($1.44 a share), including $2,297,000 capital gains, vs. $2,528,000 (78¢ a share), of which $414,000 were capital gains, same quarter last year. "Firming of theatre attendance" due to improved product and more spending on recreation and entertainment, was reported by president Leonard Goldenson. He also informed stockholders that FCC has set Jan. 15 date for hearing before examiner on UPT proposal to merge ABC (Vol. 7:32, 35, 41).

Indicative of tax-hit balance sheets of most firms in electronics fields, GE third quarter report shows net earnings of $15,610,819 compared with $35,474,467 in third quarter 1950. Provision for Federal taxes, including $13,000,000 for excess profits tax, was $59,000,000 compared with $38,500,000 same 1950 quarter. For 9 months of this year, net earnings were $85,936,435, compared with $112,919,454 preceding year—after provision of $201,000,000 for Federal taxes vs. $98,000,000. Sales for 9 months were up to $1,694,084,373 from $1,354,483,215.

Short interest in TV-radio and related stocks on New York Stock Exchange showed these changes between Sept. 14 & Oct. 15, NYSE reported this week: Admiral, 33,492 shares on Sept. 14 to 26,035 Oct. 15; Avco, 23,280 to 20,480; GE, 11,995 to 9526; Magnavox, 13,190 to 13,213; Motorola, 15,603 to 15,565; Philco, 15,547 to 10,236; RCA, 34,860 to 37,204; United Paramount Theatres, 8815 to 8080; Westinghouse, 4497 to 6417; Zenith, 21,336 to 23,990.

Trade Personals: Leonard F. Cramer, for 16 years with DuMont, until recently executive v.p. of manufacturing operations, Nov. 15 joins Crosley div., Avco, as asst. gen. mgr. under John W. Craig . . . Rear Adm. Stanley F. Patten, USN ret., elected v.p. of Allen B. DuMont Laboratories Inc.; since 1947 he has been asst. to Dr. DuMont, lately was director of mobilization planning . . . Martin L. Scher, ex-Motorola-New York, named national sales mgr., Emerson . . . Arthur Richenthal, N. Y. attorney, named secretary, Standard Coil Products Co. . . . Jonathan A. Brown, ex-Sprague Electric, named director of research & statistics dept., N. Y. Stock Exchange . . . D. S. Beldon, radio sales mgr., named national account sales mgr., GE receiver dept., with D. E. Weston Jr. upped to radio sales mgr. and R. V. Buivid named asst. . . . E. G. Shower, ex-Bell Labs, named chief engineer of new germanium div., Radio Receptor Co., Brooklyn, in charge of development and production of germanium devices . . . Stanley C. Skoog named mgr. of GE's Illinois Cabinet Works, Rockford, Ill., making company's TV-radio cabinets . . . Edwin L. Liberg named supervisor of custom engineering, Audio & Video Products Corp. . . . M. A. Polak, ex-Andrea, Fada & Air King, named sales chief of Tele King Distributors Inc. of New York, succeeding Duke Wellington, now with Tele King . . . RCA tube dept. promotes 4 field salesmen to new posts as district managers: W. H. Garrett, Central district; Victor Williams, Southeastern; C. A. Brokaw, Western; W. H. Allen, Eastern.

Telecasting Notes: Screen Actors Guild warns 69 producers of TV films that it won't permit their products to be shown in theatres, unless the actors receive additional pay; it served notice it will cancel its contract with any producer releasing TV films for theatre exhibition . . . NBC-TV's new 7-9 a.m. show starting sometime this winter will have Dave Garroway as m.c., probably use same format as old *Garroway at Large* show . . . Transmitter of CBS's KTSL, Hollywood, starts from new Mt. Wilson site Oct. 28, with 25-kw ERP on Channel 2 radiated from 2837 ft. above average terrain; call letters change same day to KNXT . . . Mexico City's XEW-TV (Azcarraga) has increased operating schedule from 25 to 35 hours per week, expects as of Dec. 1 to go to 60 hours . . . Major TV advertisers in Cuba, reports *Tide*, are Frigidaire, Canada Dry, Colgate, Phillips Milk of Magnesia and 9 top TV set manufacturers . . . BMI, now licensor of 2800 radio and TV stations, reports net profit of $135,257 after taxes on gross revenue of $4,700,000 for fiscal year ended Sept. 30; Carl Haverlin reelected president . . . New York State WCTU resolves this week against beer sponsorship rights to next year's telecasts of major political conventions . . . DuMont's WABD, New York, moves to Empire State Bldg. Oct. 26, having received FCC permission to employ full 5-kw transmitter (16.7-kw ERP) . . . NARTB-TV membership went up to 69 stations this week, Baltimore's WBAL-TV joining up in time to vote on program code (see p. 6); DuMont and NBC are only network members.

GE Advanced Electronics Center at Cornell U, announced this week as joint GE-Cornell project, will be established on Ithaca campus "to carry out advanced study and development in the field of electronics and at the same time provide scientists and engineers with teaching and educational opportunities of a type never previously achieved." During present emergency, projects may include development of control systems for guided missiles, electronics counter-measurers, infra-red systems. Four-man management team will be headed by Brig. Gen. Tom C. Rives (ret.) of GE's engineering dept. H. R. Oldfield Jr., GE electronics dept. govt. sales mgr., will be resident manager. Dr. Charles R. Burrows, Cornell electrical engineering school director, will be associate principal scientist, and name of principal scientist will be announced later. Center will employ 80 first year, half of them scientists. Modernized lab is due for completion in February.

RTMA Transmitter Division, at one-day general membership meeting in Washington's Wardman Park Hotel Nov. 1, will hold panel discussion on "What I See for the Electronics Industry in the Year 1952" with these participants: Fred R. Lack, Western Electric, for industry; E. T. Morris Jr., director, NPA Electronics Div.; Col. C. A. Poutre, director, Munitions Board Office of Electronic Programs; Curtis B. Plummer, chief, FCC Broadcast Bureau. Dinner will be addressed by Adm. John R. Redman, director, communications-electronics, Joint Chiefs of Staff.

McFarland Bill to change some FCC procedures (Vol. 7:39) again proved too much for House Interstate & Foreign Commerce Committee to wade through. This week, it gave up its consideration of Senate-passed bill—after whole month's discussion—said it would make bill first order of business when Congress reconvenes.

More Oct. 1 sets-in-use reported since NBC Research's "census" of Sept. 1 (Vol. 7:39): Cleveland 510,922, up 16,922; St. Louis 317,000, up 11,000; Kansas City 143,558, up 10,558; Norfolk 81,556, up 6256; Boston 786,790, up 20,790; Tulsa 89,263, up 11,763; Baltimore 324,993, up 10,993; Johnstown 112,300, up 5300; New Orleans 63,548, up 2348; Milwaukee 266,965, up 8965; Providence 165,000, up 3000.

Whether Comr. Hennock will remain on FCC, now that Senate Judiciary Committee has failed to act on her appointment to New York Federal judgeship, was subject of much conjecture in Washington circles this week. She remained away from office, would make no comment. Though she informed committee Chairman McCarran she has no desire for recess appointment, and President Truman told press conference Oct. 18 that he doesn't intend to withdraw appointment, chances of getting judgeship now look very slim. Reason for Miss Hennock's rejection of recess appointment, presumably, is that she would run risk of winding up with neither position. She would have to resign commissionership, which runs until 1955, then face probability Senate would fail to confirm her when it returns next session. Hence most guessing now is that she will stay at FCC.

Ambitious community antenna proposal of J. E. Belknap & Associates—microwave facilities to feed numerous Illinois and Missouri towns (Vol. 7:40)—brought quick adverse reaction from KSD-TV, St. Louis. Station, one of those whose signals would be used, protested to FCC that Belknap: (1) Could select programs "without regard to the efforts of [KSD-TV] to maintain a balanced program structure." (2) Might "appropriate literary and artistic property without authorization and for profit." (3) Raises questions of "an unauthorized rebroadcast contrary to law." Station wants a hearing "or similar administrative procedure" on subject. It's first station to object to FCC about community antenna idea. Some have even encouraged the service with free plugs.

Actors in motion pictures made by TV networks must be in separate collective bargaining units from live TV actors, NLRB ruled Oct. 16 in dispute between Screen Actors Guild and TV Authority over rights to representation of actors in CBS's filmed *Amos 'n Andy* show. TVA had argued that actors in filmed show should be included in same bargaining unit as actors in live CBS shows, SAG insisting on separate units for films made by networks. NLRB on Oct. 16 also called for representation election within 30 days for all entertainers in live TV programs originating in New York, Chicago and Los Angeles, as well as election among *Amos 'n Andy* cast.

Supreme Court will hear transit FM argument, having decided this week to accept appeal from U. S. Court of Appeals (District of Columbia) ruling that transit FM deprives people of liberty, is therefore unconstitutional (Vol. 7:22). Court of Appeals ruled only on commercials; opponents of transit FM want whole service banned, including music. Proponents say that lower court decision jeopardizes broadcasting commercials in general. Argument should come this fall or winter, decision next spring.

Telecasters won excess profits tax relief Oct. 19 when House reversed its surprising rejection of compromise tax bill, passed slightly revised measure, sent it to White House. Section applying to telecasters is substantially same as original Senate measure (Vol. 7:37-38), permits firms with combined TV-radio station operations to drop TV losses and TV assets in figuring EPT credits.

Two uhf applications filed with FCC this week were from WOKY, Milwaukee, asking for Channel No. 19, and WVVW, Fairmount, W. Va., seeking No. 35. Total on file is now 448, of which 16 are uhf. [For further details, see *TV Addenda 13-0* herewith; for listing of all applicants to date, see *TV Factbook No. 13* and Addenda to date.]

Despite reducing radio time sales (Vol. 7:39), NBC's over-all sales for 1951 are expected to be considerably higher than 1949's $72,867,000 and 1950's $92,373,000, which represented 18.3% & 15.8%, respectively, of RCA's consolidated income—the increase due entirely to TV.

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Television Digest with ELECTRONICS REPORTS

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NETWORK TV BILLINGS SURGE PAST RADIO: Gross time billings of the 4 TV networks went ahead of those of the 4 radio networks for first time in September -- hitting record total of $11,920,131 as against radio's $11,860,646.

There you have another eloquent facet of "fabulous upswing in TV billings" reported statistically in these columns each month, last analyzed in our Vol. 7:36.

If you will study the breakdowns supplied by Publishers Information Bureau (see p. 14), particularly in relation to previous months' figures, you'll observe complete substantiation of our predictions that network TV billings would soon overtake network radio.

If this is true of network TV, it's reasonable to assume it will eventually be true of TV spot and local -- what with their ready saleability and TV's vastly higher station time rates -- albeit fact remains there are merely 108 TV stations in operation as against very nearly 2400 authorized AM and 680 FM stations.

Significant in PIB figures, too, is fact NBC's forecast that its September TV revenues would nearly double its radio (Vol. 7:36) very likely came to fruition. Though figures for NBC's 5 prosperous owned-&-managed stations aren't available, its network figures are $5,380,538 for TV vs. $3,713,235 for radio -- TV ahead by 45%.

September total network TV ran well over threefold that for September 1950, or $11,920,131 vs. $3,502,682. September radio was $11,860,646 vs. $13,930,996.

All save DuMont TV billings were up from preceding month, all save Mutual AM billings were down from preceding month.

For first 9 months of this year, network TV totaled $85,379,619, compared with $30,930,165 for same period last year. Network radio was $130,904,666, nearly $5,000,000 under same 9 months of 1950.

Final tote on all TV -- time billings of the 4 networks and 108 stations -- will stand at $250,000,000 or more for year when over-all figures are made known by FCC in early 1952. That's still our prediction (Vol. 7:32,36).

TOWARD FREEZE-END; BORDER REALLOCATION: FCC is gradually clearing underbrush with idea of getting directly at heart of end-of-freeze problems the minute the last comment is filed in "paper" hearing on Nov. 26 -- now that it has assurance that defense effort doesn't affect freeze in any way (see p. 3).

Actual final decision before first quarter of next year is still unlikely, and sizeable number of stations actually on air before well into 1953 is still seen as virtual impossibility. Nevertheless, Commission is trying to do everything it can to anticipate Nov. 26 without prejudging filings yet to come. To date, there are 1220 papers in the docket.

Several exploratory FCC sessions have already been held -- no decisions made -- with commissioners beginning to line up their philosophies for "Der Tag".

"Flexibility" is word often heard at Commission, lending support to belief rock-bottom co-channel separation may be reduced from 180 miles to 165 or so -- in

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"exceptional" cases. At same time, there's every reason to believe that FCC intends to maintain high average separation.

A common misconception about separations, it's pointed out at FCC, is that proposed 180-mi. minimum is the "norm". If you take FCC's proposal and draw circles based on it you'll find average separation is nearer 220 miles. Commission may try to maintain this average, or close to it, even if minimum is lowered.

That oral presentations will be mighty rare -- as everyone expected and most hoped -- was made clear by FCC this week when it issued first order on first such request. It told Cornell U (Vol. 7:38) that it had no problems that Commission couldn't decide on basis of written comments. Presumption is that most, if not all, such requests will get same treatment.

* * * *

Nettlesome Mexican border allocation has finally been nailed down, to the intense relief of Commission, with State Dept.'s announcement this week that executive agreement has been reached. After literally years of dickering, FCC feels U.S. wound up with best deal it could hope to make.

Allocations to cities affected should now read as follows (vhf only being involved): U.S.: Flagstaff, 9,13; Phoenix, 3,5,8*,10; Tucson, 4,6*,9,13; San Diego, 8,10; El Paso, 4,7*,9,13; Laredo, 8,13. Mexico: Mexicali, 3; Nogales, 2,7,11; Hermosillo, 6,8,10,12; Ciudad Juarez, 2,5,11; Monterrey, 2,6,10; Nuevo Laredo, 3,11; Reynosa, 9,12. [Note: pp. 54-60 of TV Factbook 13 should be corrected accordingly.]

In U.S., San Diego loses one channel, Tucson gains one. In Mexico, Mexicali and Monterrey lose one each, while Hermosillo and Reynosa gain one each. (For plans for additional Mexican border station construction, see Vol. 7:42.)

Agreement on powers stipulates that Mexico will not exceed U.S. proposed maximum: 100 kw for Channels 2-6, 200 kw for Channels 7-13. Also agreed upon was plan to assign stations so as to permit use of offset carrier.

CURBS ON STATION ALTERATIONS EASED: Many more TV-radio station alteration projects and considerable new radio station building will be exempt from govt. construction controls as result of this week's NPA action reclassifying TV-radio broadcasting facilities into the "industrial" category.

Broadcasters may now "self-authorize" orders -- write their own priority tickets -- for controlled materials up to 25 tons of steel, 2000 lbs. of copper and 1000 lbs. of aluminum per quarter, without application to NPA. Broadcasting facilities formerly were classed as "commercial", and as such were entitled only to self-authorization up to 2 tons of steel, 200 lbs. copper per quarter, and no aluminum.

Change will probably be most helpful to broadcasters planning relatively small remodeling and alteration jobs, as well as some builders of modest new radio stations. Some broadcasters whose fourth-quarter applications were turned down by NPA (Vol. 7:31-41) may now go ahead and build -- if their requirements don't exceed the new self-authorization limits.

Even new TV stations can be built under self-authorization procedure, if the construction can be stretched over 12-month period (builder self-authorizing up to his full quota for 4 quarters), using existing structures to provide studio space.

This week's action was victory for NARTB, which for many months had pushed for the move. Similar reclassification of newspaper and publishing industry 2 weeks ago (Vol. 7:41) set precedent for change in status of broadcasting.

Final batch of fourth-quarter construction approvals and denials, released by NPA at week's end, listed no TV-radio station approvals, one denial -- to KVNC, Winslow, Ariz., CP-holder which had applied to build AM station costing $37,700. (Despite rejection, station can be built during fourth quarter, since it is known to require less material than it is now permitted to self-authorize.)

Also denied was application by Tele Service Co., Wilkes-Barre, Pa., to build community antenna system -- second such project rejected by NPA (Vol. 7:40).

TV-radio broadcasters fared well under construction controls during fourth quarter. Final score: 16 projects approved, 7 denied. First-quarter applications are now being processed.

GRAND CLIMAX OF THE COLOR FIASCO: No "freeze of the freeze" on station construction ...No change in black-&-white receiver production...No stoppage of either uhf, color or theatre-TV developmental work.

But no "mass production" of color sets.

That's the upshot of 1½-hour meeting of defense mobilizer Charles E. Wilson, DPA-NPA administrator Manly Fleischmann, and a representative group of TV manufacturers in Washington Oct. 25. To put whole striking development in simplest terms:

CBS had asked for materials to build 250,000 color sets in 1952. Wilson said: "Can't spare the copper." So CBS decided it couldn't get anywhere using its small quota of black-&-white materials for color. And since no one else was making color sets, there was no sense in trying to make them or to continue colorcasting.

Mr. Wilson freely admitted he was misinformed in his idea that color was tying up too many engineers, interfering with military projects -- and so he readily dropped hasty proposal to curtail all color developmental work (Vol. 7:42).

* * * *

Industry was delighted, of course, and manufacturers emerged from meeting singing Wilson's praises, lauding his "statesmanship". Wilson himself was pleased as punch as he left session early -- "to put out another fire somewhere," as he told group. And CBS president Frank Stanton told us:

"I'll take Charley Wilson at his word anytime. I'm satisfied that the final decision was fairly arrived at."

Most of CBS's competitors still think whole thing was maneuvered by CBS to get it off the hook -- if not through direct approach, then by putting Wilson in position where he could do little else.

"CBS asked for the moon," as one put it, "knowing it would never get materials for 250,000 sets, and used the denial as an excuse to quit." On the other hand, Stanton said: "People in the industry will tell you we couldn't sell 250,000 sets but, by God, I intended to try. I wanted the chance."

Sen. Johnson is plenty suspicious, but won't say whom he suspects. "I don't think the action was warranted at all," he said. "It looks like a phoney to me. I don't know what's back of it, but it looks phoney."

We asked if he plans to take any action. "No", he replied, "you can't do anything when they spring the national defense angle on you. You just have to click your heels and salute -- so I'll just click my heels and salute like the rest."

Role FCC Chairman Coy played in move is unknown. Wilson conferred with him, but Coy will say nothing about it. Rest of commissioners didn't have slightest inkling of what was in the wind.

* * * *

Amplifying reasons for color ban, Fleischmann stated at press conference: (1) Policy is to discourage production of radically new products which tend to consume more materials. (2) Mass production of a new product consumes engineers at far greater rate than does pre-production development of new products.

Competition has manufacturers constantly improving and refining, Fleischmann said, giving obvious accolade to electronics folk.

Net effect is that CBS color in the home is done for, for the duration at the very least -- probably permanently, in opinion of most of the industry.

* * * *

Meeting was cordiality itself. Reporters should have been permitted, since no one was under wraps and everyone spoke freely afterwards.

Wilson started out by outlining defense aims, said electronics procurement was coming along nicely except for some reports of delays in aircraft gear.

Then Wilson said action was his alone. "If there are any hidden motives involved in this, I want to hear about them." What startled him, he said, was request for "additional" materials for 250,000 sets -- "and motors" -- with all that meant in critical materials, particularly copper. He just couldn't see this additional drain of materials, hence his action of preceding Friday (Vol. 7:42).

But Wilson's thought of stopping color development, to save engineering man-

power, was changed, he said, because "within the last 48 hours I've had entirely new information." What he had learned, and what was reiterated by manufacturers during meeting, was that color was taking very small fraction of engineering talent and that military was benefitting directly and indirectly from color work.

Industry men spoke up, one by one, told Wilson major engineering effort was on defense work -- up to 80-90% in some cases -- that color was taking only 5-7%.

All pledged dropping plans, if any, for mass production of color sets; all stood ready to provide more engineers for defense output as needed -- and if the defense contracts warranted, not now apparent since many plants still have men and capacity to spare. All urged continuance of color development.

Same general tone characterized statements of Philco's William Balderston, Dr. Allen B. DuMont, GE's Dr. W.R.G. Baker, Motorola's Paul Galvin, Emerson's Ben Abrams, RCA's David Sarnoff, Admiral's Richard Graver, Westinghouse's Tod Sloan, Crosley's Louis Clement, Hallicrafters' R.J. Sherwood. [For complete list of those from industry attending, see p. 7.]

Some expected Dr. DuMont to tee off, since he had sent Wilson hot wire of protest last week. But Dr. DuMont simply made these points:

(1) Opposed restrictions on experimentation on general principle. (2) Saw no mass production of color in prospect anyhow; CBS-Columbia plant (Air King) had never made more than 50,000 sets annually, so how could it possibly "leap into" production of 250,000? (3) Color experimentation is related to military work.

Gen. Sarnoff wanted assurances field tests could continue, said RCA would not go into production of color sets "until standards are approved." He added, amid laughter, that RCA wouldn't use "phonograph motors" in its color sets.

Mr. Abrams said he was 100% behind restriction, but suggested "limited production" of color sets "if CBS will promise to continue some color broadcasting."

CBS president Frank Stanton said: "We entered this in greatest good faith, expecting to mass produce -- but from what's been said here by all other members this morning I can see that I may have been going up a blind alley anyway."

Webster-Chicago's purchasing chief H.A. Gumz said action was severe blow to his company, which had spent heavily tooling up for color (making disc assemblies).

Paramount president Barney Balaban was quite satisfied that his company can still make modest number of Lawrence tubes. He said it uses no "quartz and no plastics like other tubes," would give good black-&-white picture. After meeting, both he and subsidiary Chromatic TV Labs president Richard Hodgson declared they expect no interruption at all in their plans to make tubes at plant in Stamford, Conn., since they did not expect to make any "great numbers".

They may even put color on Paramount Pictures' KTLA, Los Angeles, Balaban said, and place a few sets around town -- "all in the spirit of Mr. Wilson's statement" -- and have offered to buy CBS's color cameras, etc. but haven't yet had reply.

The outfit that got lost in color shuffle, Color TV Inc., San Francisco, was represented by president Arthur Matthews, who told Wilson that CTI has no men on color now, and expressed hope small fellows like himself will be helped with govt. orders. People at meeting assumed CTI was counting itself completely out of color.

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Obviously, CBS's request for materials precipitated action. Many people wonder whether Wilson would have moved if other manufacturers, with sizeable black-&-white allotments, had decided to divert portion to color.

Here's how Wilson put it, as we caught him leaving meeting:

"Nobody's hurt. I couldn't give these materials to color when many small manufacturers are really desperate for materials. This action doesn't affect anything else -- like uhf, theatre TV, etc. It's the first such thing I've uncovered.

"They told me color development doesn't affect their defense work -- and that's all I want to know."

Stanton explained development of color ban as follows, when reached after meeting: He had met with DPA-NPA administrator Manly Fleischmann Oct. 2 to discuss

CBS's request for more materials, then with Wilson Oct. 9, again Oct. 12. "Wilson told me I didn't have a Chinaman's chance of getting the copper." At 12:40 Oct. 19, after a cabinet meeting, Wilson told him final decision. "I then decided what to do, and issued the statement which was released at 3:00 p.m.

"We asked for enough materials to make 250,000 sets in 1952," he continued. "We were going to come out with a $149 'slave'. I felt there just wasn't any sense to try to continue if we couldn't make a dent in the market. If there were new markets, or no television at all, it would be all right to start gradually. But new markets are still a long way off.

"What happens now? Who knows? Wilson indicated the situation will stand one or 2 years. A compatible system may come before the FCC again before then. I've always preferred a compatible system, if it worked, said so during the hearing. But I wanted to get going before incompatibility beat us to death. I'm completely in the dark about the compatible system's status. There are so many factors that it's impossible to guess what will happen.

"We'll make color tubes, continue development. I've seen color pictures on our tube just as good as those on anybody's tube. We'll show it. We'll continue industrial work, theatre TV, etc."

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Though CBS's appeal for color materials is out, CBS-Columbia's president David Cogan is still looking for more black-&-white materials from appeal, hearing date of which was postponed from Oct. 23 to Oct. 30. Says Mr. Cogan:

"We didn't even have enough materials for black-&-white. They gave us an allocation good for only 1/3 of what we made last year. The reason our base period was low was because we were changing models at the time and our production was low.

"A color set takes over twice the materials of a black-&-white set. We couldn't produce much of either. We had made about 500 color sets and were just finishing our pilot run, ready for regular production.

"We want to continue experimentation. What would Wilson have us do with our engineers? Fire them? I wish Mr. Wilson would tell us where to get some military contracts. We're trying to get them.

"We got pretty badly shellacked in this. We had many very costly commitments. We had lumber cut to size. We had components on the way. We have lucite discs -- what can you do with lucite discs?"

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So now industry goes back to the laboratories to perfect compatible system for submission to FCC. The more cautious members still don't count CBS completely out of picture. They conjecture, for example, that CBS might get back in the running with a good tri-color tube. Others consider possibility far-fetched, believing incompatibility has long had the Goldmark system licked.

Attitude at FCC is one of bewilderment. According to New York Times, Commission officials "conceded the possibility that Mr. Wilson's action...might nullify the long, bitter controversy."

There's heightened FCC interest in compatible system, at any rate. People there are trying to learn more about it. They say no one points out that system RCA now uses is different from one it asked Commission to adopt last year. FCC folk say: "Notice how they don't call it 'dot-sequential' any more; it's 'color-subcarrier'."

RCA insists it's same system, with minor changes which have been described. Research v.p. Dr. Elmer Engstrom says it's still dot-sequential, still uses mixed-highs; he asserts first color sets demonstrated would operate on today's signals with slight circuit changes to "recognize" the oscillating color sequence.

Other NSTC members also say system is basically same. One estimates it's 85% RCA, 15% others -- principally Hazeltine. And reason for different terminology, they say, is better understanding of system.

Behind skepticism at the Commission is probably one or both of two reasons: (1) Attempt to show that RCA advocated adoption of a system which is already passe;

(2) Preparation to look at system with new eyes "because it's different". This could be with view to "face saving".

There'll be plenty of color activity in any event. Besides work on compatible system aimed at eventual request for adoption by FCC, there will be activity in industrial, theatre-TV, military color fields.

And competition in tri-color tubes will get fiercer. Even this week, RCA showed off 5 types while CBS and Paramount reported progress. And you can be sure that such companies as GE, Philco, DuMont, Sylvania and Rauland aren't asleep.

Look for the inevitable patent litigation, too. From appearance of monumental October issue of Proceedings of IRE, RCA claims patents on all sorts of tri-color tube approaches -- including what looks like Lawrence tube.

That issue of the Proceedings may prove landmark in color TV. It contains papers by best-informed color TV scientists in the country, prefaced by a truly distinguished piece of work by Electronics editor Donald Fink -- a crystal clear comparison of field-sequential and compatible systems in language laymen can understand.

THE COLOR DENOUEMENT—AN EDITORIAL: We've never made any bones, probably have been more outspoken than most, about our complete lack of faith -- economic and technical -- in the color TV system adopted by the FCC. We felt it was doomed from the start, if only because it was incompatible with millions of sets already in use. It carried within it the seeds of failure, regardless of Mr. Wilson's action.

We were willing to accept, moreover, the judgment -- now confirmed -- of the industry's top scientists and electronic industrialists whose knowledge, experience and vision told them that a superior system was being developed -- one that would get twice as much out of the limited radio spectrum, with none of the defects of the field-sequential system.

Our readers know we've depended not merely on our own predilections but on the best intelligence in the industry -- factory heads, engineers and laboratory scientists, distributors, retailers, telecasters -- for the facts and synthesis of opinions presented in these columns during the long years of the color imbroglio. Many of CBS's own affiliates were among our best sources of news and opinion.

Aside from a few (very few) CBS and FCC sources, our outspoken reports have met with singularly little adverse criticism. We have repeatedly offered our columns to CBS for statements, have bent over backwards to give its color publicity a fair break. And as for FCC, as our subscribers know, we have assiduously reported its proceedings, reasoning, etc., and of course issued any number of Special Reports & Supplements with full texts of orders, court judgments, speeches, etc.

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Now the denouement of a grand fiasco. The public's mind, and the trade's, may have been set at rest by Mr. Wilson's edict, so far as the confusion over color for the home is concerned. But stripped of all claims & counter-claims, the simple fact is that the public, like the industry, just wouldn't "buy" incompatible color merely because CBS had it "now" and FCC ordered it "in a hurry".

"Excessive conservatism" is the charitable expression editor Donald Fink uses to characterize FCC's action, in his paper in current Proceedings of the IRE. Whether FCC can live down its incredible decision, or becomes just another liability of the harrassed Truman Administration, time will tell. But it's a fact that, from the start, its majority fiat offended the scientific and common sense of the whole electronics fraternity; and the recriminations at both top and staff levels made clear that it evokes fear rather than admiration with its enormous powers.

If any proof were needed, the incredible and abortive "brackets standards" proposal is on the record -- the precious scheme, you'll remember, virtually giving manufacturers (whom it does not regulate) an ultimatum to "make one overcoat that could fit my little daughter as well as myself" in a matter of weeks, in words of Judge Rifkind's Court of Appeals argument. FCC demanded a physical impossibility -- or else; or else it would adopt the CBS system forthwith, which it did.

That was sheer ignorance of the scientific and industrial process. But beyond that, beyond even the compatibility issue, the decision came while Korea was

ablaze, and admittedly without any consultation with the defense authorities. It came in the face of much-publicized warnings from the military of just such demands on industry as Mr. Wilson finally pointed up.

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The hell-in-a-hack quest for color, in our opinion, was the gravest mistake in the history of the broadcasting business, of electronics and of Federal radio regulation. When color does come, which is inevitable, it must come scientifically, economically and gradually. As for the prospect, we think Mr. Fink's appraisal of the long-and-short of the CBS and the RCA-NTSC systems makes sense:

Mr. Fink sees CBS's principal advantage in its present simpler receivers. For the compatible system, he cites one principal technical question remaining to be answered by field tests, which happily will go on -- the effects of "severe conditions of multipath transmission." He concludes:

"Whatever the future trends in cost, at present the color-subcarrier system is demonstrably more complicated than the field-sequential system. In return for this additional complication, higher quality of transmission is achieved. To this long-term advantage must be added the overwhelming short-term advantage of compatibility. The eventual decision between the color systems, if made on rational grounds, will depend on the relative importance attached to the quality and cost factors. In a few months, sufficient data should be at hand to permit rational conclusions to be reached by engineers, by FCC, and by the master of both, the public."

PRESS PUZZLED over color ban, agreed at least on one fact: CBS color is down, if not out, and field is wide open for compatible system. Beyond that, speculation took all kinds of turns.

Most serious question was raised by *New York Times'* Jack Gould and *Wall Street Journal* editorial. Said Gould: "But where Mr. Wilson's 'request' to CBS transcends purely TV matters is in its apparent assumption that the Govt. shall determine the end product which private industry [can produce] for civilian use." Said *Wall Street Journal:* "To decree what a manufacturer may or may not make with the materials allocated to him seems to us to be carrying govt. control of business pretty far."

Gould saw action as "a decided break" for compatible system. "If the suspension of color TV lasts a year or two, common sense will require an examination of all the latest improvements." And he gives CBS this due: "Without their energy, color TV undoubtedly would have been delayed many more years. Whatever the final outcome . . . they have made a genuine contribution."

Seeking reason for action, *Wall Street Journal* reporter said some officials reasoned this way: Industry hasn't squawked much about cutbacks, because sales were slack. But they thought consumers might grab at color sets. "The manufacturers' business would perk up. The cutbacks would become more onerous." Other comments:

Time Magazine: "Since color sets use the same materials as black-&-white sets, which are not affected by the order, Washington observers found it hard to follow Mobilizer Wilson's reasoning. A later announcement seemed to make it clear that the order was aimed at men rather than metals . . . CBS President Frank Stanton, already plagued by costs, technical problems and the public's standoffish attitude toward color, seemed relieved to get off the hook."

Newsweek: "CBS was able to climb off the expensive limb it had been sitting on while transmitting colorcasts that few people could see and making sets that few people wanted."

Billboard: "Wilson's deep-freeze call for Columbia color sets production is figured to have shaken CBS's last chance to gain a foothold before RCA gets a chance to seek a favorable nod from the FCC . . . "

Variety: "CBS, whether intentionally or not, might have sounded the death knell for its own color TV system, via its decision last week to abandon all further color activity for the duration of the national emergency. That's the consensus of trade reaction . . . Industryites point out that [CBS] is also shelving the chief advantage it held [over RCA and others]—that of gaining a toehold on the public . . . before other systems are ready."

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Color Miscellany: CBS's total investment in its color system said to run well over $5,000,000 . . . CBS may "convert" to black-&-white the major hour-long shows previously scheduled to start in color Nov. 11, 1:30-2:30. Top showmen on tap included Max Gordon, Leland Hayward, S. Hurok, Richard Kraukeur, Arthur Lesser, Herman Levin, Otto Preminger, John Shubert—even Metropolitan Opera presentations . . . FCC granted RCA-NBC authority this week to experiment with color over Brdigeport uhf station, extended Philco's authorization for colorcasts over WPTZ . . . "The Bright Side of Color's Ban" headlines *Billboard* story telling how Hollywood is relieved to know its vaults of black-&-white film won't deteriorate in value quickly . . . Paramount joins color theatre-TV act by announcing that its delayed system, employing either a special "lenticular" film or an old type of film employing subtractive dye process, will be demonstrated in a few months . . . Mexican broadcaster Guillermo Gonzales Camarena, ex-chief engineer for Emilio Azcarraga, last week demonstrated color at U of Mexico.

Attending color session Oct. 25 with defense mobilizer Charles E. Wilson and DPA-NPA administrator Manly Fleischmann were: Curtis B. Plummer & Edward Allen, FCC; Richard A. Graver, Admiral; Barney Balaban, Richard Hodgson, Louis A. Movins & Paul Porter, Paramount Pictures; Arthur Matthews & C. J. Burnside, Color Television Inc.; Frank Stanton, CBS; Louis Clement, Crosley; Dr. Allen B. DuMont & W. A. Roberts, DuMont; Benjamin Abrams, Emerson; Fred Gluck, Fada; Dr. W. R. G. Baker & Robert M. Estes, GE; W. A. MacDonald, Hazeltine; John A. Rankin, Magnavox; W. L. Viergever, John Meck Industries; Paul Galvin, Motorola; William Balderston, Philco; David Sarnoff & Frank M. Folsom, RCA; J. Friedman, Trav-Ler; H. A. Gumz, Webster-Chicago; Robert S. Alexander, Wells-Gardner; R. J. Sherwood & Ernest Kohler, Hallicrafters; F. M. Sloan, Westinghouse.

Telecasting Notes: Paramount Pictures, whose KTLA, Los Angeles, is leader in use of feature films on TV (but not Paramount's) expanding its subsidiary Paramount Television Productions' activities from merely syndicating kine-recordings to production, distribution & merchandising of films for TV; **Burt Balaban**, son of president Barney Balaban, named program-production mgr., **John Howell** sales mgr., under Paul Raibourn . . . **United World Films**, wholly owned subsidiary of Universal Pictures, also going into TV picture production, will use Universal lot, but not contract players, for low-cost films designed (a) to win its foothold in TV, (b) to help defray overhead, (c) to build new talent . . . **United Press-Movietone News** is name of new collaborative service started by those 2 organizations, providing TV stations daily news films along with news bulletins on events covered; UP managing editor Phil Newsom is in charge . . . **Milton Blink**, of United Television Programs Inc., formed last year to syndicate TV films, tells *Billboard* firm grossed $750,000 first 9 months, will do $1,000,000 this year, sees film rental prices coming down after freeze is lifted; firm was formed by Mr. Blink & Gerald King (Standard Radio), Edward Petry and Richard Dorso (see *TV Factbook No. 13)* . . . **Congress' own recording studio** (Robert Coar) gets $100,000 appropriation to buy cameras and equipment, so members can film strips to send to home stations just as they now make recordings . . . **Lutheran Church, Missouri Synod**, which sponsors *Lutheran Hour* on MBS, underwriting 26 film dramas being shot by **Family Films**, Hollywood, at reported $20,000 each, planning to place them on TV . . . **G. Ralph Branton**, who recently bought into Monogram Pictures, assumes charge of its TV film unit (Vol. 7:42) . . . **Reeves Soundcraft** reports quick, inexpensive method of putting magnetic sound tracks on 16mm or 35mm films; method also enables old sound tracks to be erased and new ones substituted . . . **NLRB** this week held against "arbitrary segment" of production employes of Baltimore's WBAL-TV seeking to organize as IBEW-AFL union, calling unit "inappropriate" . . . **Iowa dairy industry** reported up in arms over 20-second spots for Jelke's Good Luck Margarine carried on Iowa State College's WOI-TV . . . **Toscanini** and *NBC Symphony Orchestra* will be simulcast, first concert of season, on NBC-TV, Sat., Nov. 3, 6:30 . . . **WOI-TV**, Ames (Des Moines), raised base hour rate Oct. 1 from $300 to $400, one-min. from $50 to $80 . . . **Milwaukee Journal** (WTMJ & WTMJ-TV) has sold its AM local WSAU, Wausau, Wis., for $160,000 to John R. Tomak & Charles Lemke, of Wausau.

Personal Notes: S. Whitney Landon, since 1937 gen. atty., AT&T Long Lines Dept., promoted to asst. v.p. & asst. secy., AT&T, succeeded by **Ernest D. North** . . . **Frank Stanton**, CBS president, to be guest of honor Nov. 1, along with Sen. Ives (R-N. Y.), at dinner by joint defense appeal of American Jewish Committee and B'nai B'rith Anti-Defamation League for CBS's "distinguished public service effort" . . . **Wm. McCluskey**, sales mgr. of WLWT, Cincinnati, promoted to administrative asst. to **John T. Murphy**, v.p. in charge of Crosley TV operations; **George P. Moore Jr.**, ex-Ziv, succeeds him . . . **Joe Herold**, ex-chief engineer, WOW & WOW-TV, Omaha, who installed Union Radio's TV station in Havana, now installing station for Televisao Paulista, Sao Paulo, Brazil . . . **Kevin B. Sweeney**, ex-Don Lee sales mgr., joins BAB as national promotion director . . . **George T. Laboda**, adv. research chief, promoted to asst. to **Leslie Harris**, recently named TV-radio director, Colgate-Palmolive-Peet . . . **Ted Weber** named sales mgr., WGN-TV, Chicago, succeeding **George Harvey**, resigned to become mgr. of WFLA, Tampa . . . **Robert Simpson**, ex-Geyer, Newell & Ganger, joins Erwin, Wasey & Co. as director of TV production . . . **Tom Maguire**, ex-CBS, joins Maxon Inc. Nov. 15 as business mgr., TV-radio dept. . . . **Gerald W. Tasker**, handling Cunningham & Walsh's *Videotown* studies (Vol. 7:35), named v.p. of that agency . . . **Joe Donohue** new head of Famous Artists, TV-radio packaging firm, succeeding **Tom Greenhow**, now with Ziv . . . **Bob Evans** promoted from sports editor and production mgr. to program director of WSPD & WSPD-TV, Toledo, under new mgr. **Allen Haid** . . . **Don Buck** named mgr. of ABC-TV station clearance, **Stewart Barthelmess** named for radio, in separation of TV-radio depts. under **Alfred R. Beckman**, sales-traffic operations director . . . **Robert M. Purcell**, program director, promoted to operations director, KTTV, Los Angeles, with **Dude Martin** heading program dept., **Robert W. Breckner** asst., **Alberta Hackett** mgr. of program operations . . . **Robert S. Salk**, ex-CBS, and **Bernard H. Pelzer Jr.**, ex-NBC, join Katz Agency, station reps. . . . **Fred M. Thrower**, ABC-TV sales v.p., resigned Oct. 26.

Station Accounts: Real estate sponsors are "naturals" for TV—evidenced by growing use. New York agencies named this week for such TV campaigns: C. J. Herrick Co., for **Wave Crest Gardens**, apartment development in Far Rockaway; Marfree Adv. Corp., for **Plantation Estates**, Florida development . . . **Hutzler Brothers**, big Baltimore dept. store, limits itself to sponsor identification only in buying *Paul's Puppets*, Tue. & Thu. 6-6:15 p.m., now in third year on WBAL-TV . . . **Montgomery Coffee Co.** (Montco Coffee) sponsoring news strip 7:30-7:35 a.m. each weekday on WPTZ, Philadelphia, thru Aitkin-Kynett Co., Philadelphia; it's second such early-morning sponsorship, **Tom Thumb Donut Co.** buying 8-8:05 a.m. news (Vol. 7:41) . . . "Do you remember" motif runs through *Live It Again*, including film clips of bygone days, sponsored by **Red Top Brewing Co.** for half hour weekly on hookup of Crosley's WLWT, WLWD, WLWC, thru Cecil & Presbrey . . . **Best Foods** (H.O. Quick Oats & Farina, Presto self-rising cake flour) sponsoring Sun. 4-6 p.m. feature films on WABD, New York, thru Benton & Bowles . . . **DuPont** using 624 TV spots on 35 stations in big drive behind Zerone & Zerex anti-freezes, thru BBDO . . . **Zippo Mfg. Co.** (lighters) includes TV in new pre-Xmas campaign, thru Geyer, Newell & Ganger, N. Y. . . . Among other advertisers reported using or preparing to use TV: **Narragansett Brewing Co.**, thru Cunningham & Walsh, N. Y. (formerly handled by Standish Inc.); **Remington Rand** ("60" electric shaver), thru Leeford Agency, N. Y. (WOR-TV); **Coro Inc.** (costume jewelry), thru Charles Jay & Co., N. Y. (WABD); **Consolidated Cosmetics Inc.** (Lanolin Plus cleansing lotion), thru Van Hecker, Chicago (WTMJ-TV); **Viz-Zan-De Cosmetics** (lipstick), thru Mervin & Jesse Levine, N. Y. (WOR-TV).

Network Accounts: Pearson Chemical Co.'s purchase of 204-station CBS radio network for *My Friend Irma* to advertise Ennds tablets means that firm's $2,000,000 for TV-radio is heaviest of all drug budgets, says *Sponsor;* Ennds has dropped all other media, sponsors *Hollywood Opening Night* on CBS-TV, Gabriel Heatter on 321 MBS stations, plus TV-radio spots, thru Harry B. Cohen Adv. . . . **RCA Victor** (TV, radio, records) has bought Fri. 8-8:30 p.m. on NBC-TV for unannounced show to begin next month, temporarily is filling in with public service features, first having been *Lifeline*, documentary film on need for blood donors . . . **Johns-Manville Corp.** (building materials) starts sponsorship Nov. 4 of *Fair Meadows, U.S.A.*, family drama serial, on NBC-TV, Sun. 3-3:30, thru J. Walter Thompson . . . **Aluminum Co. of America** (Alcoa products) sponsorship of *See It Now* (Vol. 7:38) starts Nov. 18 on CBS-TV, Sun. 5:30-6 . . . **Procter & Gamble** (Tide, Camay, Drene) starting Nov. 26 will sponsor *Those Two* on NBC-TV, Mon.-Wed.-Fri. 7:30-7:45.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 1755
Trade Report
October 27, 1951

MILLION TVs IN FIRST-QUARTER 1952? Production of TV receivers in first-quarter 1952 will depend on these 4 basic factors:

(1) Allocations of controlled materials to TV-radio manufacturers.

(2) Conservation.

(3) Manufacturers' "mix" of TV, radio and combinations.

(4) Availability of tubes and other components.

On basis of material allocation plans for first quarter -- and given optimum conditions with respect to other 3 factors -- production experts see a strong possibility industry can turn out 1,000,000 TVs in first 3 months of 1952, or just about what many hope they'll make during current quarter.

There's confidence in industry and govt. production agencies that if demand continues brisk, nation's TV manufacturers may actually be able to produce more sets next quarter than this -- with considerably less materials.

TV-radio-appliance producers will have to work with about half the steel they chewed up during average quarter of first-half 1950 base period -- and somewhat more than one-third the aluminum and copper. TV-radio's base period for metal allocations saw production at quarterly rate of 1,560,000 TVs, 2,120,000 radios.

If manufacturers maintained same mix as during base period, and continued to turn out "1950 model" TV-radios -- without material conservation -- they'd get about enough steel during first-quarter 1952 to put into 780,000 TVs, 1,000,000 radios, enough copper and aluminum for 545,000 TVs, 740,000 radios.

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Conservation will be No. 1 production-booster in first quarter. Materials-saving measures, developed and engineered by industry over past year, are now beginning to find their way into production runs. Conservation is still a luxury, but by January it will be a necessity -- when all-out incorporation of new methods and substitutes becomes matter of industrial life or death.

Million-set production depends on another factor -- consumer demand and its implications in manufacturers' assortment of sets and models. If TV market is good, it's likely radio production will dip and TV will be emphasized. There may also be continuance of present lower output of TV combinations in favor of TV-only models -- which sell faster and use less critical materials.

Tubes and other components, such as transformers and coils, may be bottleneck in first quarter -- but there's no sure way of telling now. Tube makers say output of civilian tubes is still high, but lower than last summer. And there's some evidence of more demand now than plants can supply -- but much of this may be due to scare buying by set manufacturers.

Tube manufacturers still face an uncertain future. They say there's enough nickel in pipelines to last 6 weeks to 3-4 months. What happens after that depends on Govt. At govt. levels we learn nickel situation is just as scary as it ever was.

TRADE GOING GOOD, HAPPY ABOUT COLOR: Any retailer will tell you he's as delighted as the manufacturers and distributors that the "color chimera" no longer hovers over his business -- and at the instance of the defense authorities, at that.

Comeback market of recent weeks hasn't been disturbed much by color, for public seems to have wised up to basic factor of compatibility. Moreover, customers weren't beating down doors to buy $700 installations of 10-in. magnified receivers incapable of getting black-&-white and capable of picking up only occasional color shows from the handful of stations carrying them (Vol. 7:41).

Fact is, the few dealers carrying "traffic-builder" models are now shipping them back -- assured by CBS-Columbia Inc., anxious to maintain retail outlets for

its black-&-white receivers, that they will be rebated. CBS-Columbia says it made only 500 color sts.

Dealers-distributors feel that out of Washington this week came good, in that they now have clear-cut story to tell their customers: That mass production of color apparatus for public is out for duration, that experiments can go on, that compatible color is well on way out of laboratory but several years away from home -- so look what you're missing meanwhile if you don't buy black-&-white now. Even CBS is now expected to join that refrain.

That color some day will offer great new merchandising appeal, goes without saying. But with audience now of 14,000,000 sets (see p. 13), with market still far from saturation, it's also manifest ultimate color will have to be compatible.

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Another "nice" output week was reported by RTMA for 5 days ending Oct. 19. TVs totaled 98,620 (2426 private brand), little change from preceding week's 99,877 (Vol. 7:42). Factory inventory went down some 26,000 to 363,551, continuing steady reduction of last 12 weeks.

Week's radios totaled 228,160 (99,908 private), up from 205,014 week before and inventory was 366,866. Radios were 124,972 home, 28,097 portable, 75,091 auto.

RTMA's revised figures for first 9 months are 3,970,857 TVs and 10,077,478 radios. Three weeks thus far reported this first month of new quarter show 87,919 TVs first week, 99,877 second, 98,620 third -- but tightening materials still cast doubt whether final 10 weeks can bring total for year to predicted 5,000,000.

Topics & Trends of TV Trade: Tailored ceiling price regulation for TV-radio industry—setting ceilings for manufacturers, wholesalers and retailers in one package—appeared virtually certain this week as 6-man industry subcommittee (Vol. 7:42) met with OPS officials. Probability is that new order—not expected before January—will fix ceilings at highest prices at which each manufacturer's sets were sold during a "recent base period," with "automatic adjustment factor" to remedy inequities in hardship cases.

Industry group members generally approved this proposal, but some felt dollars-&-cents ceilings wouldn't fit TV-radio industry, and suggested formula method be used by wholesalers and retailers to compute ceilings. OPS officials made it clear they feel TV warranties should be included in regulation, but assured industry they don't want to impose uniform warranty policies. OPS position is that wherever warranty is sold separately—not included in price of set—it must be treated as separate commodity with its own price ceiling.

Meeting was conducted by Lee McCanne, chief of OPS home furnishings branch, and Earl R. Smith, chief of electronics & musical instruments section of that branch. Subcommittee members: Arnold Nelson, Admiral; A. Vogel, Emerson; John R. Grayson, Magnavox; Ernst E. Bareuther, Philco; George Bryant, RCA; Arthur L. Chapman, Sylvania.

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Price increases may not be very far off, judging from action of Sylvania this week in raising prices $10 to $20 on recently announced new line (Vol. 7:29)—only few months after it had cut prices on same sets (Vol. 7:35). Rising costs of labor and materials were given as reason.

Straws in wind also are zeal with which everybody's showing off uhf tuners, some anticipating FCC will "unfreeze" these channels ahead of others, opening brand new territory. Motorola uhf converter was shown to eastern distributors at New Haven's Taft Hotel Oct. 20-21, with Hartford distributor Post & Lester acting as host. Bridgeport uhf signals were compared, quite favorably, with vhf from New Haven and New York.

Trade Miscellany: RTMA hiring Wm. F. E. Long, ex-director of statistics, National Paint, Varnish & Lacquer Assn., to be new director of statistics with offices at Washington headquarters starting Nov. 5—taking over all statistical work now handled by Haskins & Sells, Philadelphia, as of next Jan. 1 . . . No summer slump in exports of radio apparatus: August shipments were valued at $22,036,653 as against $8,113,015 in August 1950; practically all categories were up, notably condensers, resistors, receiving tubes . . . Crosley Radio & Television Ltd. formed in Canada for TV-radio manufacture, with Avco's acquisition this week of Brand & Millen Ltd., including plant and personnel at Long Beach, Ont. . . . Tele-tone's new contract with UEW calls for 10¢ general wage increase for about 500 workers, plus other benefits.

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All sorts of rumor and conjecture grew out of sudden shelving of CBS color, not least interesting of which resulted from apparently well-grounded reports CBS was casting about to buy additional plant to get more materials quotas for its CBS-Columbia Inc. Story was that CBS was contemplating sale of its profitable subsidiary Columbia Records to finance purchase of Hazeltine. CBS president Frank Stanton and Hazeltine president Jack Binns promptly denied report, latter stating only way CBS could get control would be to buy up company's widely held stock. Latest Hazeltine report shows only one class of stock, of which 600,000 shares are authorized, 350,000 issued and outstanding, all directors owning total of about 15,000. Stock is traded on N. Y. Curb Exchange, has enjoyed exceptional rises during last year.

Capehart's new line, featuring unique 20-in. corner cabinet called Cortland, at $650, includes 7 new, 19 holdovers. Other new sets: Clermont, 17-in. table, $250; Jamestown, 17-in. mahogany console, $280; Amherst, 20-in. table, $300; Shenandoah, 20-in. console, $390; Cordovan, 20-in. fruitwood console, doors, $470; Bennington, same in maple, $470. Most of holdovers are 17-in. ranging from mahogany table at $300 to AM-FM-3-speed combination at $750; also included in holdovers are 16-in. blonde table at $320, 20-in. mahogany table at $360, 19-in. combination console at $1000.

Merchandising Notes: Stromberg-Carlson out with 3 new 20-in. consoles: Cavalier, open face, mahogany, $420; Futura, with doors, mahogany $460, oak $480; French Provincial, with doors, cherry wood, $495 . . . **Big Philco promotion** for TV-radio during "Philco TV Week" starting Nov. 4 will include mailing of 8,000,000 circulars by Reuben H. Donnelly Corp., backed by newspaper and network TV advertising . . . **Philco** also pushing "check-up" promotion campaign for servicemen, offering cards, letters, mailing pieces, ad mats; plan follows pattern of "motor tune up" idea offered by gas stations—like checking, adjusting and lubricating jobs at single price . . . **DuMont** offers trade-in allowance on old TV tuner, towards new Inputuner, promoting addition of FM to TV sets. "Several thousand" are being offered for "limited period only" . . . **Brightman Distributing Co.** (Harry P. Brightman, ex-Mid-Atlantic, Washington, D. C., pres.) replaces Stanley Distributing Co. as Admiral distributors in St. Louis area.

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National Electronics Mfg. Co., 314 W. 58th St., Los Angeles, established about 3 months ago to take over plant and assets of firm formerly making Natalie Kalmus TV receivers, is now offering 2 lines of TVs—one under "Natalie Kalmus" brand name with modern designing for sale in higher price brackets, other under "Cinema" brand being table models and open consoles at $200 to $300. Firm is headed by Herman Krissman, with Myron Blackman as sales mgr.

More than 30 research reports presenting possibilities for new products, processes and manufacturing techniques for electronic and electrical industries are listed in October *Bibliography of Technical Reports*, available for 50¢ from Office of Technical Services, Commerce Dept., Washington. Included are reports on characteristics of cesium electron tubes, electrical breakdown in a slot antenna, pulse-length discriminator, magnetized ferrites, metallized paper capacitors, synthetic mica, printed circuits.

Trade Personals: Reginald H. Brophy, president of Rogers Majestic Electronics Ltd., onetime executive of NBC, named coordinator of production branch, Canadian Dept. of Defense Production, Canadian counterpart of DPA . . . **Frederic J. Robinson**, sales mgr. for Latin America, named director, Sylvania international sales div. . . . **Tom R. Talmadge** promoted to asst. sales mgr., Packard-Bell, under gen. sales mgr. **Kenneth R. Johnson** . . . **Joel Axe**, ex-Hoffman Radio, appointed engineer in charge of govt. contracts, Pacific Mercury Television Corp. . . . **Herman N. Lubet**, ex-Fada, named adv. & export mgr., Jewel Radio . . . **Lawrence O. Paul**, ex-Armour Research Foundation, appointed operating mgr., engineering dept., Oak Mfg. Co.

New officers and board members of Society of Motion Picture & TV Engineers named at convention Oct. 18 for 2-year terms starting Jan. 1: Frank E. Cahill Jr., Warner Bros. Theatres, financial v.p.; Barton Kreuzer, RCA, treas.; Fred T. Bowditch, National Carbon, engineering v.p. New board members: Axel G. Jensen, Bell Labs; Joseph E. Aiken, Naval Photographic Center; George W. Colburn, G. W. Colburn Laboratories, Chicago; Ellis W. D'Arcy, DeVry Corp.; John K. Hilliard, Altec-Lansing; Fred G. Albin, ABC, Hollywood. Peter Mole continues as president.

Franklin Lamb, vice chairman of Tele King, onetime president of Reynolds Pen Co., resigns from ODM chief Charles E. Wilson's office as of Nov. 1 after 2 months duty on special liaison with small business.

Allen D. Cardwell, 63, retired electronics inventor and former head of manufacturing company bearing his name, died Oct. 21.

HERE'S HOW ONE newspaper polices its TV-radio-appliance advertising: The *Milwaukee Journal*, which own WTMJ & WTMJ-TV, is censoring ads which it believes don't "conform to a single code—clear truth." The *Journal* Sept. 5 announced new ad policy rejecting "copy which in any way stretches the truth and goes beyond the bounds of reasonableness and fair play, or which may mislead or confuse the reader." It says these factors are "carefully considered" in judging advertising:

(1) "Broad statement headlines, qualified by semi-hidden small-type phrases." (2) Misleading or false illustrations of sale items. (3) Unwarranted promotion of lightly-stocked merchandise. (4) "Sales terms and prices neither clear nor complete." (5) "Failure to identify obsolete, discontinued or used models." (6) Questionable "contests." (7) "Unwarranted display of 'free' or combination offers of only minor importance." (8) "General 'borax' appeal of heavy type and reverse plates." (9) All reference to color facilities in present TV sets must be accompanied by this standard statement: "Note to readers—no set referred to in this advertisement will receive TV programs in color without the addition of special equipment at extra cost." (10) "No down payment" and similar phrases are banned, as are flat trade-in offers. (11) "At least temporarily, advertised prices . . . must express in dollars the amount of warranty, service or tax charges to be required."

Milwaukee Better Business Bureau is cooperating by shopping all TV-radio-appliance advertisers and reporting to censor on truth of advertising claims. Advertisers' reaction is reported generally favorable. While code was aimed primarily at local retailers and distributors, some ads reportedly were held up because national advertisers' policy didn't conform with code.

TV commercials are more effective than radio's, according to survey by *Good Housekeeping Magazine* of 1403 subscribers in 22 TV cities. Replies showed 64% of TV viewers pay more attention to commercials on TV than on radio, 28% said there's no difference, 5% pay less attention to TV plugs. Survey also showed 70% of set owners have cut down on moviegoing, 82% on radio listening, 47% "going out", 47% reading books, 35% reading newspapers, 35% reading magazines, 9% home entertaining. Of TV owners who have had sets 1-2 years, 20% now do more entertaining and 65% do the same amount, 75% go to fewer movies, 38% read less magazine fiction, 20% read less magazine advertising than before they had TV.

Biggest get-together of educational TV aspirants to date is due Nov. 2-5 at annual meeting of National Assn. of Educational Broadcasters in Hotel Buena Vista, Biloxi, Miss. Group hopes to have FCC chairman Wayne Coy as speaker, along with Sen. Sparkman (D-Ala.), NYU's Prof. Charles Siepmann, Brig. Gen. Telford Taylor (former JCET counsel). Among participants in TV seminar will be WOI-TV's Richard Hull, Syracuse's Kenneth Bartlett.

"The TV Revolution" is title of September issue of *Platform*, published by *Newsweek Magazine* for club leaders, educators, etc., which neatly sums up principal viewpoints on TV's impact. Included in volume are sections on TV's impact on movies, radio, books and magazines; pro & con discussions of programming; TV's effect on children, politics, educational potential, etc. Sample copies are available from Newsweek Club Bureau, 152 W. 42nd St., N. Y.

Klystron tube, one of uhf's most important developments to date, is described in October *Electronics* by Varian Associates, San Carlos, Cal. Tube has done much to enhance attractiveness of uhf, since it permits station powers high enough (200 kw) to give satisfactory coverage in many areas (Vol. 7:9, 12, 15, 16, 18, 23).

Mobilization Notes: To guarantee TV-radio replacement parts, NPA this week told electronic parts & components distributors (for advisory committee membership, see Vol. 7:10) it's considering an order which would require manufacturers to set aside a portion of their output to make replacement parts. These parts, said NPA, would be placed on "direct allocation based on historical use and geographic situation." Under proposal, parts distributors and retailers would be permitted to assign themselves priorities (by "self-certification") to purchase these parts for inventory—the amount to be "based on either the dollar value of such material or a percentage of materials used by the retailer in 1950," said NPA.

Distributors asked for time to think over the proposed new regulation. One aspect of the plan they don't like is proposal for limitation of their inventories "based on the historical sales pattern during a basing period." In discussion on parts availability, distributors said their survey showed TV antennas, wire & cable, solder fuses, hand tools and soldering irons in shortest supply. NPA representatives said TV antennas will become more scarce because of tight aluminum supplies, and test equipment will be very short because military and defense-supporting industries will require up to 90% of all produced in 1952. Nearly all types of tubes are available, they said, and tube industry is in "good condition."

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Electronics must not become roadblock to successful mobilization in fields of military production, training and servicing. GE electronics v.p. Dr. W. R. G. Baker so warned National Electronics Conference in Chicago this week, saying:

"When electronic equipment becomes so complex that we must use trained engineers to do the manufacturing job, highly trained specialists to operate the equipment, and more engineers to service it, we have, to some extent, defeated our original purpose." Manufacturers must increase reliability of electronic equipment, he added, and still satisfy military demands for "miniaturization, ruggedization, standardization and unitization."

Dr. Baker said that of the top 50 companies in electronics contracts "only about half normally are considered electronic manufacturing concerns." Quoting a warning from the military, he said "every electronic company must plan for a certain percentage of military business, if it hopes to survive." Pointing to the $7 billion backlog of military electronics contracts, and an expected $4 billion annual military electronic production rate (Vol. 7:34), Dr. Baker said military men feel "electronics is so important to the national defense effort [that] nothing must be allowed to interfere with development and production of electronic military equipment [so that] consumer radio and TV production probably [will] be hard hit."

He called on Govt. to tell "the truth about our weapons, whether atomic or electronic [to the extent] consistent with national security," to prevent giving the public "a false concept of invincibility" through reference to "fantastic new weapons" and predictions of future developments.

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Obligations of defense manufacturers under Walsh-Healey labor standards act are outlined in new NPA Office of Small Business pamphlet, *How the Walsh-Healey Public Contracts Act Affects Govt. Supply Contractors*, available from Commerce Dept. and field offices.

Orders for steel, copper and aluminum must be adjusted or cancelled by Oct. 31 where they exceed authorized fourth-quarter CMP allotments, according to this week's NPA amendments to Dir. 7 to CMP Reg. 1 and Dir. 3 to CMP Reg. 6.

Years of materials shortages and high prices were predicted this week by govt.'s top purchaser of raw materials. Jess Larson, head of new Defense Minerals Procurement Agency, told American Mining Congress in Los Angeles that some shortages may never be licked and "inordinately high prices are going to be with us as long as shortages exist." He said DPMA has found in study of 90 metals and minerals that "well over one-half of these may be in short supply, in the near future at least, if current military and civilian requirements are a gauge." He warned of prolonged shortages of such materials as copper, tungsten, lead, columbite and manganese—shortages which will be critical "even after 3 years of development on the basis of all assistance programs now approved."

New inventory limitations on many metals and chemicals used in TV-radio manufacture have been added to NPA Reg. 1. Included is 60-day limitation on components and parts for electronic tubes and limit of "practicable minimum working inventory" on such materials as converted aluminum foil, selenium, mica, molybdenum, lead, plywood, polyethylene, phenol. Materials such as cobalt, copper, tungsten, steel, aluminum, have been under inventory limitation since September 1950.

List of scarce and plentiful materials has been revised second time by NPA. Issue No. 3 of *List of Basic Materials & Alternates*, which also contains bibliography of up-to-date articles on conservation of metals, is available at Commerce Dept. and field offices.

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TV-radio rights comprise more than 10% of the revenue of major league baseball clubs. This was indicated in figures compiled by staff of N.Y. Rep. Celler's special House subcommittee investigating charges of monopoly in baseball. Statistics showed major leagues took in $4,462,000 from sale of games to TV-radio in 1951. The 8 National League teams got $1,598,900 from TV-radio, American League $1,778,412. In addition, rights to World Series brought in $1,075,000, All-Star game $10,000. Total grosses of leagues and clubs for 1951 aren't available yet, but in 1950 American League teams grossed $16,338,919, of which $1,656,989 was from sale of TV-radio rights.

Cure for one type of microwave interference—ground reflections—has been developed by H. E. Bussey, Bureau of Standards. He reports that a rectangular structure of hardware cloth on poles 40 ft. high can eliminate most such interference when placed about midway in a 4000-mc path 20-30 mi. long.

Improved Vidicon industrial TV camera tube, as described by RCA's Dr. B. H. Vine at this week's National Electronics Conference in Chicago, has greater life and wider operating-temperature range than earlier model, is more faithful in reproducing tonal values of colored objects.

New uhf receiver test equipment—a "sweep-marker generator"—was described at this week's National Electronics Conference in Chicago's Edgewater Beach Hotel by RCA engineer J. F. Sterner. Gear was designed as factory production instrument.

International GE contract with Emissorias Unidas, Brazil (Jao Baptista do Armaral, president), calls for $1,800,000 expenditure for 3 TV transmitters in Rio de Janiero and Sao Paulo.

Dominican Republic's first TV station will be 5-kw RCA unit in Ciudad Trujillo, ordered with associated studio and mobile equipment by Col. J. Arismendi Trujillo Molina, operator of La Voz Dominicana.

Television Authority, big performer union, holds convention in New York Dec. 7-9.

Financial & Trade Notes: Admiral's third quarter report reflects the sharp summer drop that prevailed throughout entire TV business, though it states sales and profits for September were up sharply from combined July-August. For quarter ended Sept. 30, net profit was $1,306,735, or 68¢ a share, on sales of $31,331,832, compared with profit of $5,253,685 ($2.63) on sales of $63,629,-146 for same 3 months of 1950. In 9 months ended Sept. 30, net profit was $5,400,156 ($2.80) on sales of $134,919,-187 vs. $13,176,417 ($6.83) on $166,924,994 in same period 1950. Report calls 1950 "an abnormal year," compares 1951 results with "normal" 1949 to show that sales were up 75%, profit 17% for the 3 quarters.

Merger of John Meck Industries Inc., Plymouth, Ind., with Scott Radio Laboratories Inc., Chicago, into one corporation bearing latter name (Vol. 7:40) has been approved by both Meck and Scott stockholders. Merger agreement contemplates increase of Scott shares from 500,000 to 1,500,000 shares of which 1,006,185 will be outstanding, as against 419,080 now outstanding. Plan calls for exchange of 1.3 shares of Scott for each of the 552,580 shares of Meck currently outstanding, or for surrender of 131,000 shares of Scott held by Meck Industries.

Packard-Bell sales hit new high of more than $18,000,-000 in year ended Sept. 30, 1951 (vs. $13,894,000 preceding year), executive v.p. Robert S. Bell reported Oct. 15. He estimated profits for fiscal 1951 at more than $2,800,000 before taxes of about $1,800,000, leaving more than $1,-000,000, or $1.70 per share, profit after taxes (vs. $1,308,-510, or $2.61 per share, after $860,000 in taxes last year). Mr. Bell said Packard-Bell will produce $9,000,000 worth of defense orders in fiscal 1952, already has backlog totaling more than $12,000,000.

Stewart-Warner reports net earnings of $3,056,754, or $2.37 a share, on sales of $63,781,084 for first 9 months of 1951, after provision of $5,879,859 for taxes. This compares with net profit of $3,030,694 ($2.35) on sales of $53,739,447 same period last year, after $2,633,459 taxes. Third quarter profit was $847,501 (66¢) on sales of $22,-370,928, vs. $1,279,715 (99¢) on $21,090,408 third quarter 1950. TV-radio is small part of Stewart-Warner's business, and isn't itemized separately in statement.

Muter Co. reports sales of $9,810,441, net profit of $523,632 (80¢ a share) after $613,260 in Federal income taxes, for 9 months ended Sept. 30. This compares with $9,899,891 sales, $546,737 taxes, $774,480 ($1.19) profit for same 1950 period. Earnings figure is based on 651,200 shares of capital stock outstanding after 100% stock split in May 1950 and 10% stock dividend in December 1950.

IT&T has been authorized by N. Y. Stock Exchange to list an additional 82,645 shares of capital stock, to be issued to Gibson Refrigerator Co., from which IT&T (which also owns Capehart-Farnsworth) purchased all preferred and common stock of Coolerator Co. last July (Vol. 7:29-30). Purchase involved payment of $2,000,000 in cash and 82,645 shares of stock.

Fedders-Quiggan Corp., which recently made deal to supply RCA Victor brand home air conditioning units (Vol. 7:39), has registered 62,041 shares of $50 par preferred stock with SEC, offering it to Nov. 8 stockholders in ratio of one for each 20 common held. Allen & Co., underwriter, will buy any unsubscribed shares.

Collins Radio net profit for year to July 31 was $737,-682, equal to $2.23 a common share, compared to $553,964 ($1.63) for preceding fiscal year.

American Phenolic Corp. reports net of $742,165 ($1.85 a share) on sales of $18,045,760 for 9 months to Sept. 30 vs. $722,710 ($1.80) on $8,857,700 same 1950 period.

Count of TV Sets-in-Use by Cities

As of October 1, 1951

Estimates are sets within .1 Mv/m contours (60 mi.), excluding overlaps, as established by NBC Research.

THAT "109th station" in Matamoros, Mexico, just across the Rio Grande from Brownsville, Tex. (Vol. 7:31 et seq) was accredited 9500 TV receivers on U. S. side of border alone—with result NBC Research's monthly "census" of TV sets-in-use went just over the 14,000,000 mark as of Oct. 1. Reflecting September's heavy unloading of inventory in improved market, 447,500 sets were added to nation's audience during month, as against 284,300 in August (Vol. 7:35), 183,100 in July (Vol. 7:29).

Major market areas showed considerable gains—New York given 60,000 more, Chicago 35,000, Boston 21,000, Philadelphia 20,000, San Francisco 17,000, Los Angeles 13,000, Baltimore 11,000, Kansas City 10,000. Following are the Oct. 1 figures by areas (consult individual stations for their estimates of number of families within respective service ranges):

Area	No. Stations	No. Sets
Interconnected Cities		
Ames (Des Moines)	1	64,000
Atlanta	3	130,000
Baltimore	3	325,000
Binghamton	1	43,100
Birmingham	2	69,700
Bloomington, Ind.	1	17,500
Boston	2	787,000
Buffalo	1	222,000
Charlotte	1	89,100
Chicago	4	995,000
Cincinnati	3	278,000
Cleveland	3	511,000
Columbus	3	164,000
Davenport-Rock Island	2	67,800
Dayton	2	142,000
Detroit	3	542,000
Erie	1	53,100
Grand Rapids	1	79,700
Greensboro	1	74,500
Huntington	1	55,400
Indianapolis	1	158,000
Jacksonville	1	40,000
Johnstown	1	112,000
Kalamazoo	1	49,500
Kansas City	1	144,000
Lancaster	1	113,000
Lansing	1	65,000
Los Angeles	7	1,025,000
Louisville	2	104,000
Memphis	1	98,800
Milwaukee	1	267,000
Minneapolis-St. Paul	2	276,000
Nashville	1	40,100
New Haven	1	188,000
New York	7	2,550,000
Norfolk	1	81,600
Omaha	2	88,000
Philadelphia	3	903,000
Pittsburgh	1	320,000
Providence	1	165,000
Richmond	1	89,300
Rochester	1	91,000
Salt Lake City	2	55,300
San Diego	1	106,000
San Francisco	3	250,000
Schenectady	1	173,000
St. Louis	1	317,000
Syracuse	2	136,000
Toledo	1	116,000
Utica	1	53,000
Washington	4	289,000
Wilmington	1	80,900
Total Interconnected	95	13,254,400
Non-Interconnected Cities		
Albuquerque	1	10,400
Brownsville (Matamoros, Mexico)	1*	9,500
Dallas	2	136,000
Fort Worth	1	
Houston	1	92,900
Miami	1	77,000
New Orleans	1	63,500
Oklahoma City	1	92,300
Phoenix	1	38,700
San Antonio	2	52,300
Seattle	1	99,000
Tulsa	1	77,500
Total Non-Interconnected	14	749,100
Total Interconnected and Non-Interconnected	109	14,003,500

* Preliminary estimate, U. S. sets only.

Note: TV sets sold in Canada totaled 59,180 up to Aug. 31, 1951, according to Canadian RTMA (Vol. 7:41). Since Canada has no stations of its own and nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The CRTMA area count as of last Aug. 31: Windsor 24,883, Toronto-Hamilton 21,292, Niagara Peninsula 9835, other areas 3170.

The Outlet Co., Providence dept. store which owns and operates WJAR & WJAR-TV, reports net profit of $248,735 ($2.50 a share) for 6 months ended July 31, $727,548 ($7.32) for 12 months ended July 31. Latter figure compares with $606,310 ($6.10) preceding year, $510,798 ($5.13) in 1949. Contribution of TV-radio income to balance sheet isn't disclosed, but is believed to be very substantial.

Dividends: Olympic Radio, 3% stock dividend payable Oct. 31 to holders of record Oct. 26; Stewart-Warner, 35¢ payable Dec. 8 to holders Nov. 16; Remington Rand, 5% stock dividend Jan. 29 to holders Dec. 12 and 25¢ payable Dec. 27 to holders Nov. 7; Howard W. Sams Co., special 10¢ payable Oct. 26 to holders Oct. 20; Avco, 15¢ payable Dec. 20 to holders Nov. 28.

Network TV-Radio Billings

September 1951 and January-September 1951
(For August report, see *Television Digest*, Vol. 7:39)

NETWORK TELEVISION

	September 1951	September 1950	Jan.-Sept. 1951	Jan.-Sept. 1950
NBC	$ 5,380,538	$ 2,148,399	$ 38,957,878	$ 11,833,154
CBS	4,178,533	892,461	28,417,071	6,232,287
ABC	1,622,482	461,822	12,797,096	2,864,724
DuMont	738,578	**	5,207,574	**
Total	$11,920,131	$ 3,502,682	$ 85,379,619	$ 20,930,165

NETWORK RADIO

CBS	$ 4,657,379	$ 5,849,786	$ 52,763,464	$ 51,068,664
NBC	3,713,235	4,416,328	41,250,864	46,348,095
ABC*	2,165,971	2,418,419	24,029,153	26,417,432
MBS	1,324,061	1,246,463	12,861,185	11,887,529
Total	$11,860,646	$13,930,996	$130,904,666	$135,721,720

* Revised Totals: May $2,991,227, July $2,267,674.
** Figures for 1950 not available.

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Following are network TV and radio figures for January thru September, asterisks indicating revisions from previously reported PIB figures:

NETWORK TELEVISION

1951	ABC	CBS	DuM	NBC	Total
Jan.	$1,328,719*	$2,601,165*	$ 435,527	$4,187,222	$ 8,552,633
Feb.	1,254,851	2,600,339	406,079	3,949,360	8,210,629
March	1,539,470*	2,993,902	457,811	4,654,063*	9,645,246
April	1,432,319*	2,906,891*	574,025	4,758,309	9,671,544
May	1,385,901	3,066,249	622,646*	4,946,338	10,021,134
June	1,437,593*	2,900,782	564,478	4,244,240	9,147,093
July	1,351,168*	3,434,659	645,359	3,477,952*	8,909,138
Aug.	1,444,593	3,734,551	763,071	3,359,856	9,302,071
Sept.	1,622,482	4,178,533	738,578	5,380,538	11,920,131

NETWORK RADIO

1951	ABC	CBS	MBS	NBC	Total
Jan.	$3,099,418*	$6,849,462*	$1,542,887	$5,215,947	$16,707,714
Feb.	2,702,721*	6,111,346*	1,426,705	4,731,626	14,972,398
March	2,891,339	6,808,938*	1,648,006	5,085,636	16,433,919
April	2,980,183*	6,502,009*	1,539,801	4,897,882	15,919,875
May	2,991,227*	6,760,750*	1,510,818	5,329,752	16,592,547
June	2,720,268	6,216,255*	1,191,691	4,739,193	14,867,407
July	2,267,674*	4,401,797	1,347,841	3,728,687*	11,745,999
Aug.	2,210,352	4,455,528	1,329,375	3,808,906	11,804,161
Sept.	2,165,971	4,657,379	1,324,061	3,713,235	11,860,646

Note: These figures do not represent actual revenues to the networks, which do not supply them. They're compiled by PIB on basis of one-time network rates, or before frequency or cash discounts. Therefore, in terms of dollars actually paid to networks they may be inflated by as much as 40%. Figures are accepted by networks themselves, however, and by the industry generally, as a satisfactory index of comparisons and trends.

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FCC Chairman Coy is making point of his interest in station programming and FCC's authority by releasing letters to the press. Last week, he told Knights of Columbus that FCC can't censor, that complaints should be taken to station operators (Vol. 7:42). This week, he released copy of letter he wrote to Rep. Morano (R-Conn.), accompanied by copy of complaint latter had received from Bernard Yudain, managing editor of *Greenwich Time*, and Rep. Morano's forwarding letter. Yudain said that WMCA disc jockey Barry Gray had delivered "vicious attack on me personally," that he had been unable to get from station a recording to find out exactly what was said. Coy reiterated that FCC can't censor, but said that responsibility of the station licensee was involved, that "we will take up further with [WMCA] the subject matter of your complaint."

Add "industrial" uses of TV: Houston police testing TV "eye" which enables them, on receivers at their desks, to keep such close watch on inmates of city jail that, as one dispatch reports, prisoner in cell won't even be able to swat a mosquito without being seen and heard.

COWBOY STAR Gene Autry says he'll sue Republic Pictures to ban use of his movies on TV. He'll base action on precedent set by Federal Court's decision last week forbidding televising of Roy Rogers' Republic movies (Vol. 7:42). Republic, with millions in potential profits at stake, says it will appeal Rogers case to Supreme Court if necessary, is expected to file in Appeals Court next month.

Meanwhile, show business and TV attorneys, after scrutinizing Judge Peirson M. Hall's opinion in Rogers case, say more test cases may be necessary to determine whether actors generally can prevent TV release of old films. They point out judge pinned his decision on fact that Rogers' contract specifically reserved to the actor the right to control use of his name in advertising commercial products—aimed originally at royalties from sale of cowboy suits, cap pistols, endorsement of breakfast foods, etc. While Autry's contract is said to be similar, very few film actors' pacts make this type of reservation. Standard Screen Actors Guild contract awards all rights—including TV—to producer.

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Defending its uhf experimental application (Vol. 7:33, 38), WHUM, Reading, Pa., this week filed with FCC an opposition to WEEU's petition for hearing or denial, saying: (1) Application is no "foot in the door" to future commercial operation, since FCC policy has been consistently against such efforts. "WHUM fully realizes that it may never receive a commercial uhf grant . . . How can there be a foot-in-the-door advantage unless the Commission recognizes it? . . . WEEU appears unwilling to accept the Commission's statement of policy on the subject." (2) Station would be adequately financed [for $500,000 project]. (3) WEEU has no right to object, since uhf station would subject it to neither electrical interference nor economic injury. (4) Experimentation is welcomed by industry. (5) WEEU's effort "is a deliberate attempt to prevent anyone from conducting uhf experimentation in Reading which it itself is unable or unwilling to do."

Second East-West microwave route across Midwest is proposed by AT&T in filing plans with FCC for new relay system between Pittsburgh and St. Louis that will utilize present Columbus-Dayton-Indianapolis route as its central section. It will comprise 24 stations, averaging 28 mi. apart, will cost $9,000,000, should be ready for phone service by mid-1953, could provide several TV channels. One westbound, 3 eastbound TV channels are now in use between Dayton-Columbus and 2 westbound between Dayton-Indianapolis. These are now connected to nation-wide TV networks via coaxial between Toledo-Dayton.

Two applications filed with FCC this week were from KXOB, Stockton, Cal. (Lincoln Dellar), asking for Channel 13, and Capital City Television Co., Austin, Tex., seeking uhf Channel 18. Latter firm is 100% owned by Charles H. Coffield, oilman, son of H. H. Coffield, formerly one-third owner of KEYL, San Antonio, recently sold (Vol. 7:30, 41) to George B. Storer interests. Applications on file now total 450, of which 17 are uhf. [For further details, see *TV Addenda 13-P* herewith; for listing of all applicants, see *TV Factbook No. 13* and Addenda to date.]

Paris-London direct TV exchanges are being planned, to begin in fall of 1952, says London report in Commerce Dept.'s *Foreign Trade Weekly*.

NOTE TO SUBSCRIBERS: After putting this issue to bed, we move to expanded quarters in downtown Washington's new Wyatt Bldg., 14th Street & New York Ave., new telephone number STerling 1755. You will also note the change in masthead to embrace the legend "Electronics Reports"—obviously more descriptive of the field we cover. Our AM-FM directories and weekly Addenda will continue to be published as before, as will of course our semi-annual TV Factbook and weekly TV Addenda designed to keep basic data on stations and applications current. We will appreciate changing of your records of our address and telephone number.

MARTIN CODEL's
AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

Television Digest
with ELECTRONICS REPORTS

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THINGS ARE QUIETER ALONG THE POTOMAC: What the radio fraternity are talking about, mostly, over the Washington teacups these days:

(a) Will FCC really concentrate on ending the freeze speedily, now that the troublesome color mess has been more or less resolved?

Definitely, it will -- how to hasten freeze-end dominates the thinking of most commissioners, pressured from every quarter, particularly Congress. Staff is now intent on concluding "paper" hearings by Nov. 26 deadline, and working hard on revised allocation tables -- palpably eager to "do a job" (see p. 3).

(b) Will there be changes at FCC top-level? Chances are there will, not too far off, certainly by time freeze is really thawed. But Comr. Hennock is staying on (see p. 10), may again be Big Noise on educational TV front.

Commission's big problem, at moment, is how best to deploy curtailed staff in line with reduced budget. That should mean less chances of bogging down in dead-end probes, needless hearings, futile litigation, "made work". Talk of radio patent investigation by FCC may be discounted.

(c) What next in the way of causes celebres? Re color, see story on p. 6. Theatre TV goes to hearing Feb. 26 (Vol. 7:37). Subscription TV will be set for hearing, not just Zenith's Phonevision but all other systems (Vol. 7:38), sometime thereafter -- with Zenith expected to file formal application soon (see p. 10). Then there's question whether Congress and/or FCC will accept telecasters' self-imposed program code or demand stiffer controls a la the Benton Bill (see p. 10).

* * * *

Another big issue will be ABC-Paramount Theatres merger (Vol. 7:41), set for hearing next Jan. 15, which some of Commission's legalists would like to see blown up into big "anti-trust" procedure on ground movie people should be kept out of TV. But chances are practical facts will prevail, for --

(1) Anti-trust aspects were presumably settled by Dept. of Justice when Paramount production and theatre businesses were separated by consent decree.

(2) Only Congress has authority to legislate that a theatreman or a newspaper publisher or a hod-carrier or any other kind of person shall be excluded from holding radio licenses -- and action by Congress along this line is unlikely. FCC could delay and drag out, as it once did newspaper grants under mask of an "investigation" into newspaper ownership of radio stations. But that one fell flat, too.

(3) Everybody stands to gain by merger -- ABC, which badly needs fiscal and managerial shot in arm; ABC employes, who have been deserting it in droves; ABC affiliates, who don't relish poor third-place TV-AM positions (Vol. 7:43).

Then there's public, of course -- promised preservation of ABC's declining AM network, assured better TV-radio program structures by reason of intensified competition via big theatre company's resources, personnel and know-how.

* * * *

Also very much a conversation piece this week was fact Frank E. McKinney, Indianapolis lawyer and substantial stockholder in 4 Indiana radio stations, is new

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chairman of Democratic National Committee. Does it mean anything so far as TV-radio regulation is concerned? Probably not, for the FCC in recent years has kept itself singularly free from that kind of partisan politics.

Like Chairman Coy, also an Indianan, Mr. McKinney is a protege of Indiana national committeeman Frank McHale. He's a onetime business associate of ABC v.p. Robert Hinckley, under whom he also served as asst. director of govt.'s big Office of Contract Settlements during war. Only WISH, Indianapolis, among the stations in which he and family own about 24%, is yet TV applicant; others are WANE, Ft. Wayne; WHBU, Anderson; WHOT, South Bend.

It's recalled Secretary of Commerce Sawyer owns 2 radio stations in Ohio (WING, Dayton, and WIZE, Springfield), but he must go to hearing Dec. 7 on application to purchase third (WCOL, Columbus). Sen. Kerr (D-Okla.) controls WEEK, Peoria, owns part of KRMG, Tulsa, & wife of Sen. Lyndon Johnson (D-Tex.) owns KTBC, Austin.

Sen. Robert A. Taft (R-Ohio) has family interest in Cincinnati Times-Star and its TV-radio stations (WKRC & WKRC-TV). And several Congressmen, notably Reps. Ellsworth (R-Ore.) and O'Konski (R-Wis.) own hometown radio stations.

These were business investments, never subjected to charges of political pressures; nor have they ever been charged with abusing their licenses in any way.

MARKETEERS ARGUE, TV GOES MERRILY UP: It's still a field day for the researchers, expanding and expounding on TV's impact on other advertising media -- but not even the most ardent "true believer" in the destiny of TV will join Firestone ad chief A.J. McGinness in his bombshell letter to Sponsor Magazine, stating:

"There is no longer any room for AM radio stations within the metropolitan area of TV stations and this trend will continue...once the freeze is lifted on the erection of new TV outlets...However much you and the networks want to feel that radio and TV are 2 separate media and that there is room for both, it seems apparent that people who own TV sets don't agree with you."

There was immediate outcry, naturally, and even Assn. of National Advertisers, on whose TV-radio steering committee McGinness served, disclaims agreement or responsibility. In fact, Mr. McGinness has resigned from the committee.

* * * *

If any further proof is needed of TV advertising's meteoric rise than fact that network TV billings now outstrip network radio (Vol. 7:43), Rorabaugh Report on third quarter 1951 sponsorships provides cogent clincher:

Total of 5807 different advertisers were using TV's 4 networks and the 101 reporting stations (out of total 107) at end of Sept.: 242 on networks, 1372 spot, 4427 local-retail. This compares with 126 network, 801 spot, 2903 local-retail reported by 100 stations just one year earlier. Note: Rorabaugh monthly reports list all the network and spot accounts and their agencies by names.

* * * *

Where's all that money for TV time coming from? So far as network advertisers are concerned, says report by Magazine Advertising Bureau, it's new money -- not slashed from other media. In study of all advertisers spending $25,000 or more on network TV during first half of this year, it notes their TV expenditures are up some $38,000,000 from same period last year. But it concludes:

"The TV advertising of these companies continues to represent additional appropriations; the money has not come from cuts in other media budgets. Of the 3 media for which dollar expenditures are available -- magazines, network radio, Sunday newspaper supplements -- only the last named showed a loss compared with the first 6 months of 1950 [5.3%].

"Up to the present time, therefore, TV has been regarded as an additional medium by most of the advertisers who use it. They have not cut their dollar appropriations in other media; most of them have continued their use of such other media, as shown by the following: Of the 163 companies using network TV in the first 6 months of 1951 -- 136 used magazines (up from 132 users in the first 6 months of 1950); 83 used Sunday newspaper supplements (down from 90 users in 1950); 69 used network radio (down from 71 users in 1950)."

END-OF-FREEZE—SOME CLEARER GLIMPSES: FCC is finally getting some realism into its predictions on the freeze end. Chairman Coy, Comr. Sterling and Broadcast Bureau chief Curtis Plummer all looked into crystal balls this week. All came up with something more nearly down to earth than Coy's previous rosy hopes.

But Coy has gone the other extreme now. He told Southern broadcasters, during Nov. 1 meeting in St. Petersburg: "I doubt if the new TV stations put into operation in 1952 will exceed the fingers on both your hands." What's more, he thought 1953 would bring no more than an additional 10.

Plummer gave no "on the air" estimate, but he opined some 80 grants could be pounded out by July 1, 1952, if no legal snarl develops in allocations hearing. His guesstimate came during Nov. 1 RTMA Transmitter Div. meeting in Washington. At same meeting, NPA Electronics Div. chief Edmund Morris lent hope that most of those 80 could get materials to put them on the air by mid-1953.

A final decision on freeze by Feb.-March is "what we're striving for," said Comr. Sterling. But he warned: "I hope that there will be no illusions...as to the rapidity with which TV service will expand once the freeze is lifted." Shortages of materials and delays inherent in competition for channels are the bugaboos, he said.

Plummer's analysis was best to come out of FCC to date. Here's his guess on timetable from here on out:

(1) After windup of "paper hearing" Nov. 26, about 60 days is "reasonable" time within which FCC can write final decision. This brings situation to Feb. 1.

(2) Then 60 days will be given for filing of new applications, amending of old, before any grants will be made. That means April 1.

(3) CPs may then be authorized -- and Plummer believes that 80 or so in small uncontested markets, "probably 50,000 or less population," could be rolled out by July 1. "As a wild guess," he said, vhf-uhf proportion would be "50-50".

"This is the most optimistic schedule," he said. "Just one petition for reconsideration of the decision would probably take an additional 90 days."

* * * *

But these 80 grants won't expand TV much, and Plummer recognized that when he cited San Luis Obispo, Cal., as typical. Town of 15-20,000 has one applicant, is unlikely to attract another -- thus could qualify for immediate grant.

The real growth of TV -- in Denver, Portland, Ft. Wayne, El Paso, etc. -- is a long way off. Analysis of the first 150 markets, over 50,000 population, said Plummer, shows as of now 1/3 already have more applicants than channels, 1/3 are about even-Stephen, remainder have enough channels to go around. But, he said, flood of perhaps 500 new applications after freeze-end will probably tip second 1/3 into "scarcity" group. Thus, at least 100 hearings are in prospect right off the bat.

What next? Commission manpower is the bottleneck. FCC has merely 7 examiners and is losing engineers left and right. Plummer outlined the sad facts of Commission's financial life. In next year's budget, FCC is asking for $600,000 to move the TV mass. Among other employes, FCC would add 7 more examiners. History shows, he said, that an examiner can move about 15-20 applications a year. If the $600,000 isn't authorized, "I would expect no more than 20 grants per quarter." And he ventured that TV will move slower than AM because of fiercer competition.

Mused one industry man after session: "I wonder whether a little industry lobbying might do some good there." Commission obviously feels it can't come out and ask for just that -- but you can be sure it would be overjoyed. It's recalled that ICC's motor carrier division had similar bottleneck at one time, whereupon that industry went to work on Congress, got the needed $300,000 for ICC.

* * * *

NPA's Morris took over where Plummer left off. He assumed average station would take 10 months to get on air. Therefore, "very few, if any, new stations will be on the air by Jan. 1, 1953. They should begin operating during the first quarter of 1953, with perhaps the first 80 on the air by the middle of 1953."

Assuming 40 stations built per quarter, Morris figured they'd need 2000 tons

of structural steel, 3400 tons of other types of steel, 400,000 lbs. of copper and 85,000 lbs. of aluminum.

Though he said he couldn't commit NPA as to availability of these metals, he pointed out that it's expected that metals for civilian use should be in reasonably good supply by July 1952. What's more, he said, a good deal of station equipment has been produced and is being produced right now.

Morris was supported by his boss, DPA-NPA administrator Manly Fleischmann, who told Nov. 2 press conference.

"The most important parts of the metals expansion program will be out of the way the first half or three-quarters of 1952. Structural steel shortage will continue, but it will be due to deferred demand, as a result of postponement of construction during the military buildup period.

"By the first part of 1953, we can have a more liberal policy toward construction. Perhaps the situation may be such that we can take steel out of CMP by that time. I'm not predicting that. It's unlikely, but it's a possibility."

Asked the direct question about those 80 stations, Fleischmann said he felt sure at least "some" of the 80 stations can be built.

* * * *

Present or imminent availability of transmitters in good numbers was virtually confirmed by RTMA's TV committee chairman Dr. W.R.G. Baker (GE) who says that "many industry representatives believe there are sufficient transmitters now under construction or already completed and held in warehouses to satisfy the demand through 1952."

This is directly in line with our own survey of transmitter makers who estimated that some 60 transmitters may be ready by mid-1952, up to 100 by end of 1952 -- including vhf and uhf (Vol. 7:34).

Setting up of RTMA transmitter task force was the occasion of Dr. Baker's statement. Its job is to determine how many transmitters will be built and impact on industry of lifting or continuing freeze. Members: Wm. Chaffee, Philco, chairman; Keeton Arnett, DuMont; Adm. Edwin Foster, RCA; C.W. Michaels, GE.

* * * *

FCC staff seem quite pleased with way allocations hearing is going. Though total filings have reached 1302, attorneys and engineers feel they're on top of the situation. Paul Dobin, chief of Rules & Standards Div., is convinced paper hearing is taking at least a year off length of freeze.

Commission's tough policy on oral presentations continues. This week, it rejected State of New Jersey's request for an oral hearing on its demand for educational channels, saying issues can be decided on basis of written comments.

Commission also appears adamant in its ruling that current comments must stick to proposals originally made in this proceeding. It refused to accept in evidence new proposal by Connecticut State Board of Education to reserve specific channels. Originally, Board had merely asked that some flexibility channels be made available for educational use.

* * * *

Comr. Sterling's speech was delivered Oct. 31 before New York joint meeting of Armed Forces Communications Assn. and the Institute of Navigation.

Ears perked when he said he thought FCC could give uhf a lift by relaxing its 5-station limit, permitting networks "to acquire 2 or 3 uhf stations widely distributed in top market areas as a means of developing the uhf band." Presumably, relaxation would go for any multiple owner.

Sterling wasn't merely musing. Others at Commission have same idea, but it's anyone's guess whether proposal will muster FCC majority. In any event, FCC isn't likely to face the question until end of freeze.

Commission is considering multiple ownership rules, however. Next week, there's likelihood it will vote to limit station ownership by any single entity to: 5 TV, 7 FM (up from proposed 6), 7 AM.

Also in Sterling's speech was revival of "satellite" idea once broached by former chairman Charles Denny. Said Sterling:

"I have always felt that there should be a way whereby TV programs...should be made available to the homes in the communities which are out of the range of TV service and because of economic reasons could not support a full-fledged commercial station. This could be done by tapping off the coaxial cable and feeding the programs by a closed circuit into the homes of subscribers.

"Also it could be done by small-powered, perhaps unattended, transmitters. In this way, the signal could be picked up for rebroadcasting to another close-by small community having no TV service. Taking into consideration the importance of the program and economy of the community, the need to have local studios and camera chains could be waived in these cases.

"The Commission might find it in the public interest to authorize a licensee of a regular commercial station to operate one or more low-powered secondary stations to serve isolated communities...Other methods of responsible ownership and management of the secondary stations are possible."

There's no indication others at FCC have given as much thought to satellites. But if it eventually approves principle, question resolves itself into one of economics: How small a market justifies construction of satellite?

Judging from the "bootleg" transmitters FCC has been ferreting out lately, dozen or so, chances are answer is: "Pretty small."

Personal Notes: George T. Shupert, ex-Paramount TV Productions, now v.p. of Peerless Television Productions Inc., in charge of New York headquarters at 729 Seventh Ave.; firm formed in Los Angeles by Edward Small and Sol Lesser is initially offering group of 26 feature films . . . Charles R. Denny Jr., NBC executive v.p., ex-chairman FCC, elected to executive committee, Amherst Alumni Council . . . George Adair, Washington consulting engineer, left Nov. 1 with Mrs. Adair on special govt. mission to survey communications needs in French Indo-China . . . Edwin S. Friendly Jr., ABC-TV Eastern sales mgr., promoted to national sales director, succeeding v.p. Fred M. Thrower, resigned . . . Charles B. Crutchfield, v.p. & gen. mgr., WBT & WBTV, Charlotte, back from special mission to Greece for State Dept.'s Voice of America . . . John F. Hardesty resigns as NARTB director of station relations to become BAB director of local promotion Nov. 12 . . . Edward J. McCrossin, ex-DuMont & NBC, joins legal staff of ABC under v.p. & gen. attorney Joseph A. McDonald . . . Freeman W. Cardall, chief accountant, named business mgr. of WBAL & WBAL-TV, Baltimore . . . W. E. Dacosta promoted to WOR-TV technical operations supervisor . . . Robert Hibbard, operations director, WGN-TV, Chicago, recalled to Army duty . . . G. P. Fitzpatrick, ex-Falstaff Brewing Corp., joins Free & Peters as director of radio sales promotion & research, succeeding J. C. Amaturo, now with MCA . . . Stanley H. Pulver, ex-Dancer-Fitzgerald-Sample, joins Lever Bros. as TV-radio media mgr. . . . Rush Hughes named TV-radio director, Lynn Baker Inc. . . . D. R. Benkhart, handling Local Chevrolet Dealers account, named business mgr. of TV dept., Campbell-Ewald New York office . . . Bernard I. Paulson, an ABC-TV film editor, promoted to program operations mgr., WJZ-TV . . . Elmore B. Lyford, ex-NBC-TV supervisor of station relations, becomes director of station relations for DuMont Network Nov. 19, succeeding Norman W. Drescher, appointed to other administrative duties.

Judge Ira E. Robinson, 82, chairman of old Federal Radio Commission, on which he served from 1928 to 1932, died Oct. 28 at his home in Philippi, W. Va. He was former justice of W. Va. Supreme Court, was Republican candidate for governor in 1916. He had recently remarried, and had sold his famous mansion Adaland.

Station Accounts: V. La Rosa & Sons, Brooklyn (macaroni & spaghetti) starts first all-Italian program in TV Nov. 24 on WOR-TV, New York, Sat. 2-3:30 p.m., the 2-2:30 portion being live dramatic show titled *Teatro-Televisione La Rosa Rossa* (Red Rose TV Theatre) followed by hour-long *Italian Movie Matinee;* La Rosa also starts Mon.-thru-Fri. *La Rosa Movie Matinee* Nov. 5 on same station from 3:30-4:30. Agency is Kiesewetter Associates, N. Y. . . . Inglewood Park Cemetery Assn., Los Angeles, sponsoring *Great Churches of the Golden West* on KTTV, with Rev. Clifton Moore of Hollywood's First Presbyterian Church as narrator, Sun. 11-noon; program acquaints viewers with different religious denominations each week, provides services for elderly folk and shut-ins . . . John Meck Industries (TV sets) sponsoring *The Red-Head,* with guitarist Wendell Hall, on WBKB, Chicago, Mon.-thru-Fri. 10:45-11 a.m. . . . Hamilton Watch Co. will again place its 5-min. film series titled *To Peg & To Jim* on stations in 52 markets, thru BBDO . . . Zenith Radio plans campaign for new Royal and Super-Royal hearing aids on 60 TV stations . . . Chin & Lee Inc. (Chinese foods) buys 13 weeks participation in *Recipe for Happiness* on WABD, thru Tracy, Kent & Co. . . . Among other advertisers reported using or preparing to use TV: American School (home courses), thru Olian Adv. Co., Chicago; Anatole Robbins Inc. (cosmetics), thru Hutchinson-Hadlock Co., Hollywood; RaBar Plastics Inc., N. Y. (tree ornaments), direct; Alliance Mfg. Co. (TV antennas & boosters), thru Foster & Davies, Cleveland; Haggar Co. (slacks), thru Tracy-Locke Co. Inc., Dallas; Aquashield (shower accessory), thru Kent Goodman Adv., Los Angeles; J. Wiss & Sons (scissors & shears), thru Ellington & Co., N. Y.; J. W. Beardsley & Sons (shredded codfish), thru Tracy, Kent & Co., N. Y.; California Prune & Apricot Growers' Assn. (Sunsweet prunes), thru Long Adv. Service, San Jose, Cal.; By-Chemical Products Co. (Sur-Grip waxes & Thompson's water seal), thru Wyckoff Adv. Agency, San Francisco; Glyco-Mist Inc. (household deodorant), thru Leche & Leche Adv., St. Louis; Northbrook Plastic Card Co., subsidiary of G. S. Carrington Co. (Lifetime playing cards), thru Robertson & Buckley, Chicago; Trion Inc. (Trionized Air electrostatic precipitators), thru Walker & Downing, Pittsburgh.

WHERE DOES COLOR GO from here? With CBS system widely considered "kaput" after mobilization director Charles Wilson's ban on "mass production" (Vol. 7:42-43), compatible system seems to have clear road.

Sigh of relief that went through industry has even brought discreet echoes from many at FCC. There's little question that many Commission folk are happy that Wilson took matter out of their hands.

Next question concerns time element—when will FCC consider compatible color? That matter undoubtedly awaits formal petition by RCA and/or NTSC or other individual manufacturers. But scheduling of hearing, after receipt of petition, is totally up in air.

Freeze must be gotten out of way, possibly by spring. Then, theatre-TV hearing appears next on agenda. If that's concluded before summer it will be surprising. Next, subscription TV may dominate FCC's time. A lot of other subjects could come up.

Commission isn't disposed to rush into color again now, at any rate. There's possibility "paper" hearing for color, like that of current allocations proceedings, could be sandwiched in somewhere. People at FCC have mentioned that possibility, perhaps with idea of feeling out industry. In any event, there's little enthusiasm for getting into color again immediately—probably simple weariness with the whole business.

* * * *

A typical Commission evaluation of color situation was that of Comr. George E. Sterling during Oct. 31 speech at New York meeting of Armed Forces Communications Assn. and Institute of Navigation:

"While the CBS sequential color system may have been rendered a staggering blow at the moment, I do not believe you can count it out. However, it does look like the compatibility factor will be enlarged . . . I believe that, unless CBS throws in the towel, in the final analysis the showdown in color will come when the compatible proponents demonstrate their system side by side with the CBS system on direct-view large-size trichromatic tubes."

* * * *

No relaxation of engineering effort has appeared in industry, despite removal of CBS from scene. Full NTSC met Nov. 2, adopted recommendations of field-testing specifications submitted by Panels 13 & 14. Way is now wide open to full-scale testing.

Though RCA is going along fully with NTSC, chances are it will ask for comparative demonstrations vis-a-vis CBS or any other system early next year. Neither RCA nor NTSC seems likely to insist on single color standard, appearing perfectly willing to take "dual standards" if FCC insists on keeping its choice of CBS system on the books as the law of the land.

* * * *

Talk about Paramount picking up CBS color ball and running with it is largely discounted by industry. Most speculation revolves around Lawrence tri-color tube, since Paramount claims it's good for both color and black-&-white and uses no more materials than standard monochrome tube. Engineers point out, however, that:

(1) Under best of conditions, there would be long gap between the home-made continuously-pumped tube demonstrated and a production item. Further, "mass production" is out for the duration.

(2) Monochrome reception on tube is yet to be shown.

(3) Compatible color reception on tube presents serious power problems. Eventual adoption of compatible system could mean obsolescence of any sets with tube.

Evaluation of Lawrence tube by John Battison, in November *Tele-Tech*, concludes: "As demonstrated, the tube was not impressive in performance. Only the factors of extreme simplicity of manufacture and the new principles involved gave it promise of being a valuable contribution to the color TV field."

Another analysis, by Donald Fink in November *Electronics*, notes: "It will work on the CBS system readily, on the RCA-plus-industry system only if considerable power is available for color deflection. The results are at the moment not impressive in themselves, but improvement is to be expected."

* * * *

CBS's shutdown of colorcasting appears to have caused few disruptions in operations, was welcomed by the few affiliates carrying its schedule (Vol. 7:41). Only 4 minor employes have been let go; all color shows are being tailored for black-&-white, although proposed *Broadway's Best* extravaganzas (Vol. 7:43) are still uncertain—and CBS is now in position to offer estimated $1,000,000 worth of new time to clients.

CBS's emphasis on industrial, military and theatre-TV color is bound to increase. Most engineers have no serious quarrel with field-sequential system for uses where bandwidth is unlimited—where number of fields and lines may be increased to any desired number to increase flicker threshold and resolution, though they still don't like spinning disc. Some have reservations about Eidophor system itself, for theatre TV, but are waiting to see it demonstrated at showings promised next month (Vol. 7:41-42).

CBS-Columbia's appeal for more materials, originally scheduled by NPA for Oct. 23 and postponed to Oct. 30, was again postponed "tentatively" for 3 more weeks at request of CBS-Columbia.

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Our information on status of Color TV Inc. (Vol. 7:43) was erroneous, president Arthur Matthews informs us. He says he told Wilson his company has 20 engineers and technicians solely on color; also that he would reduce the number, per Wilson's request, and that he would like assistance of Wilson's office in obtaining govt. color TV contracts. Further, says Mr. Matthews: "We are still very much in the color picture and never have been out of it."

Trade Personals: Sir Ernest Fisk, managing director of EMI Ltd., London, has resigned effective Dec. 31, expiration date of his 7-year contract . . . Louis Martin, ex-General Instrument Corp., named gen. sales mgr., Standard Coil Products Co. under sales v.p. Robert E. Peterson . . . James L. Brown, ex-GE, named sales mgr., Carl F. Miller named mgr. of tube development and design engineering, of new Westinghouse electronic tube div., Bath, N. Y. . . . Dr. David C. Miller, ex-consultant to NSRB, appointed asst. research director, Philips Laboratories Inc., and administrative asst. to president Dr. O. S. Duffendack . . . Bernard J. Chubet, executive v.p., elected president of Air Marshal Corp., succeeding Frederick D. Gearhart, who returns to investment firm he heads . . . Julian Tuteur named mgr. of TV-radio marketing, Canadian Westinghouse Co. . . . B. F. Seahill named TV-radio sales mgr., Westinghouse Electric Supply Co. . . . Keeton Arnett, ex-Fred Eldean Org., named gen. asst. to Allen B. DuMont . . . John Hunt promoted to mgr. of DuMont's new New Jersey factory distributorship . . . Frederic M. Comins promoted to sales v.p., Krich-New Jersey Inc., succeeding William W. Cone, now sales v.p., Motorola-New York . . . Charles Roberts, formerly with GE & Zenith distributors in New York, succeeds Herman Lubet as adv. & sales promotion mgr., Fada . . . Edward Uecke promoted to chief engineer, electronics & recording div., Capitol Records, Hollywood . . . Walter Birdsall Brown, ex-NAM, new sales mgr., Transmitter Equipment Mfg. Co. . . . Homer Hosmer Scott, president of firm bearing his name, won John H. Potts Memorial Award of Audio Engineering Society for outstanding achievements, including new method of mass-producing phonograph records.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5. D. C. • TELEPHONE STERLING 1755
Trade Report
November 3, 1951

DUN & BRADSTREET AND OTHER BAROMETERS: "Business is good. Twice as many TV sets are being sold as are being produced. By the first of the year, we'll be wishing we had that inventory back again."

Thus Emerson's astute Benj. Abrams -- reflecting pretty much the sentiment of most other manufacturers. He foresees materials shortages, thinks current rate of production (see below) may be too much to hope to sustain through this quarter.

Another top manufacturer, contemplating latest weekly RTMA output figures, said he thinks there may be a few more 100,000-plus weeks, then an inevitable diminution due to govt. demands, with first quarter prospects "in the lap of the gods."

"There's no problem securing components," said he. "Problem is selling our mix, and selling it evenly. Our 20-in. sales, though higher in proportion, aren't going as fast as we'd like -- and we all know 20-in. will be No. 1 by end of year."

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Dun & Bradstreet monthly retail survey is now by way of becoming the trade's most important index, though figures are necessarily whole month late. Oct. 1 report released to subscribing manufacturers this week shows that during September 613,000 TVs were sold by dealers -- 236,000 table models, 377,000 others -- and that retail sales for whole of third quarter were 1,100,000.

Thus September accounted for far more than half quarter's sales -- and, it would seem, most of these moved during last 2 weeks in September. October report doubtless will be even better.

Retail inventory at end of September was 300,000-350,000 table models plus 500,000-650,000 other types -- in other words, total of 800,000-1,000,000. This is up somewhat (statisticians calculate about 15,000) from the 800,000-900,000 reported at end of August (Vol. 7:39) but down from the 900,000-1,000,000 at end of July (Vol. 7:35). Latter were first Dun & Bradstreet figures to be reported.

Among distributors, RTMA reports inventory of 652,749 TVs at end of September, down from 680,862 at end of August, comparing with 363,488 at end of last year. Radio inventory was 1,048,666, of which 841,832 were home sets.

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Production figures are more up-to-date. TV output was 108,257 sets (2536 private label) for week ending Oct. 26, up nearly 10,000 from preceding week and bringing October's grand total to 394,873 (subject to revision). This compares with 838,300 in October 1950. It can be added to previous 9 months' 3,970,857 to make 10-month total of nearly 4,366,000 -- creeping close to year's predicted 5,000,000.

Factory inventory of TVs was 354,456, not much change from preceding week's 363,551 -- but at least continuing downward trend shown 13 straight weeks since Aug. 3 peak of 768,766 (Vol. 7:32).

Radio output was 221,774 (95,753 private), not much change from preceding week (Vol. 7:24). Radio inventory was 335,742, down about 30,000. Total radios for month were 885,333 vs. 1,229,900 same 1950 month, making about 11,300,000 for year to date. Week's radios were 123,659 home sets, 25,282 portables, 72,833 auto.

NPA SEES 3½-4 MILLION TV SETS IN '52: After predicting that just a little fewer than 1,000,000 TV receivers would be produced in fourth quarter (Vol. 7:32), and some 5,000,000 in all 1951, NPA came up this week with highly educated guess for 1952.

DPA-NPA electronics chief Edmund T. Morris told RTMA transmitter div. meeting in Washington Nov. 1 that NPA feels industry will produce 3,500,000-4,000,000 TVs next year. But he hedged forecast with this warning:

"There are many factors which could affect this estimate. For instance, there is still much to be accomplished by material conservation. Conversely, the shortage of one critical tube type or component could curtail production.

"When this figure is coupled with the expanded and increasing military pro-

gram," he added, "the outlook for the electronics industry is bright in comparison with other industries in the consumer durable goods field."

On a quarterly basis, NPA people feel pattern of 1952 production will run something like this: First quarter, up to 1,000,000 sets, depending on extent of materials conservation (Vol. 7:43); second quarter, probably slightly less than the first quarter due to somewhat reduced materials allocations; third and fourth, slow increase in output as availability of steel and aluminum begin to ease.

Admittedly, these are precarious estimates based on a timetable subject to any number of changes. But if materials are governing factor in 1952 production -- and there's every indication they will be -- none are better qualified to go out on the limb than NPA's experts, many of whom are from the ranks of TV-radio industry.

Most TV-radio manufacturers have received their CMP allotment tickets for first-quarter 1952. On the average, TV-radio industry's materials were cut about same as other major consumer durable industries: steel 50%, copper & aluminum 35% of rate of use during first-half 1950 base period. That's the way it averages out; some manufacturers got more than that, some less.

First-quarter levels will be close to rock-bottom; no drastic cuts are now planned for second quarter. There may be slightly less materials available, but the drop won't be steep. DPA-NPA boss Manly Fleischmann said Nov. 2 that first-quarter consumer durables quotas are "pretty close to the minimum; you can't get much lower and expect manufacturers to keep going." First signs of easing materials supply are expected to appear in third-quarter 1952.

And if TV-radio shortages develop in meantime, as expected (Vol. 7:42), the Govt. will be ready to slap strict limitations on the amount of inventory suppliers and jobbers of TV-radios will be permitted to stock (see below).

Topics & Trends of TV Trade: Anticipating shortages of TV-radio and other consumer goods, mobilization agencies are working on new order to assure normal patterns of wholesale distribution. It's understood regulation won't be applied until definite shortages develop, but DPA and NPA plan to have it ready to clamp down the minute such scarcities become apparent. Tentative drafts provide for limitation of supply of consumer hard goods any supplier or jobber may hold in inventory—possibly to 60-day supply. Order would also allocate products to distributors on basis of dollar value of historical distribution and geographical location.

"Local sports committee," to operate as subcommittee of RTMA's sports broadcasting committee headed by RCA's J. B. Elliott, was named by RTMA this week and scheduled to hold first meeting during Nov. 14-16 RTMA industry conference at Chicago's Stevens Hotel. Idea is to accelerate local distributor sports committee activities. Membership of RTMA sports subcommittee on promotion, all TV sales managers: Dan D. Halpin, RCA, chairman; Stanley M. Abrams, Emerson; A. A. Brandt, GE; Emerson Dikeman, Capehart-Farnsworth; William L. Dunn, Belmont; Clifford J. Hunt, Stromberg-Carlson; W. H. Kelley, Motorola; W. A. Mara, Bendix; E. G. May, Sentinel; J. K. McDonough, Sylvania; R. J. McNeely, Hoffman; John M. Otter, Philco; Stewart Roberts, Magnavox; R. J. Sherwood, Hallicrafters; R. P. Spellman, Arvin; Walker L. Stickel, DuMont; E. L. Taylor, Stewart-Warner; L. C. Truesdell, Zenith; J. F. Walsh, Westinghouse.

First TV-radio casualties of mobilization program have been some "makers" of brand-name receivers whose "manufacturing" consists of putting already-wired chassis into cabinets. Several of these assemblers are known to have discontinued operations in last few months when materials shortages cut off their supplies of wired TV chassis. Since they had neither base period materials quota nor manufacturing facilities, several of these operators have been forced to go out of business.

Merchandising Notes: Commodore Television Corp., 18 Clinton St., Brooklyn, new sales organization set up by Robert I. Erlichman, ex-Commander Television Corp., to market line of 17, 20 & 24-in. sets made by Atlantic Video Corp., same address . . . Emerson has added three 17-in. sets to 1952 line (Vol. 7:38): 2 table models at $250 in mahogany, $260 blonde; console at $300 . . . Crosley, same as RCA Victor (Vol. 7:39), is going into room air-conditioning field, using own distributors; sets will also be made for its brand name by Fedders-Quigan Corp. . . . Transvision announces 3-lb. picture tube "reactivator," at $14.95, designed to rejuvenate tube in the home, without removal from set . . . Concourse Music Co., major dealer, with headquarters at 134 Center St., Mt. Vernon, N. Y., has filed petition in bankruptcy . . . Gough Industries, Philco distributor in Los Angeles, becomes factory-owned Philco Distributors Inc. in January, with staff unchanged and Phil Gough as president.

Million-dollar jump in excise tax collections from TV-radio industry in September over August's low, gives clue to extent of trade pick-up that month. Industry paid $6,227,593 in September, $1,062,562 more than August's $5,165,031, and $2,985,383 more than the $3,242,210 it paid in September 1950, when TV sets weren't subject to tax. Refrigerators, freezers, air conditioners took big seasonal drop, from $5,664,944 in August to $3,293,847 in September, down $2,371,097. September figure is $4,938,872 below $8,232,719 for last September. Phonograph records were $388,443 in Sept. vs. $518,711 in Aug., $375,440 in Sept. '50.

Denying govt. charges of false advertising of coin-operated TV sets (Vol. 7:39), Covideo Inc. and its president Sidney I. Horwatt and v.p. Louis Brown filed answer to Federal Trade Commission complaint that they don't own a TV plant as advertised. They say that, while Covideo buys certain parts from contractors, it assembles finished product by attaching coin-receiving devices. Firm also denied claiming it maintains staff of electronic engineers. Hearing has been set for Nov. 5 in New York.

Financial & Trade Notes: Sylvania sales rose 36% to $144,202,340 during first 9 months of this year, from $105,778,320 same 1950 period, prompting president Don G. Mitchell to forecast record year of close to $200,000,000 to compare with 1950 peak of $162,514,814 (Vol. 7:11, 30). Profits rose to $6,169,504, or $3.16 per share on 1,856,550 shares outstanding, from $5,129,080, or $3.31 per share on 1,456,650 shares. The 1951 nine-month net was after $13,200,000 reserve for Federal taxes. September quarter sales were $40,379,761, net $1,107,834 (54¢) on 1,856,550 shares vs. $44,692,219 sales, $2,869,627 ($1.90) net on 1,456,550 shares same quarter last year.

Sylvania filed registration with SEC this week covering $25,000,000 of sinking fund debentures and 200,000 shares of no par $4.25 convertible preferred stocks. Debentures, due in 1971, will be underwritten by Halsey, Stuart & Co. and Paine, Weber, Jackson & Curtis, who will also head underwriting group for stock. Company will use $17,372,000 of proceeds from preferred stock sales to retire $17,200,000 of debentures due in 1963—other funds to be used for expansion and working capital.

* * * *

Zenith Radio's consolidated net profit for 9 months ended Sept. 30 amounted to $2,689,630 ($5.46 a common share) after all charges, including estimated Federal taxes of $3,313,697. For 3 months ended Sept. 30 net profits were $309,833 (63¢), after providing $702,094 for taxes. Consolidated sales for 9-month period were $75,123,518, for quarter $22,115,879. Since company last year changed fiscal period to end on Dec. 31 instead of April 30, no comparable figures are available. Quarterly report says TV sales turned up sharply in September, since which there has been practically no factory inventory and all sets went on allocation. NOTE: For Zenith's 6-month and 1950 fiscal year reports, see Vol. 7:30.

RCA consolidated sales rose to record high of $421,281,782 for first 9 months of 1951, but net income after taxes fell to $18,356,841 ($1.15 a share), compared with $395,741,391 sales and $59,332,637 ($2.24) net earnings in same 1950 period. In September quarter, sales dropped to $118,948,849 from $146,957,033 in third quarter 1950, due largely to reduced TV trade, with net profit going down to $2,653,480 (13¢) from $12,422,994 (84¢). Federal taxes in first 9 months of 1951 were $19,495,000 compared with $25,948,000 in same 1950 period; in September quarter, they were $2,887,000 vs. $11,808,000.

Stromberg-Carlson net sales were $20,612,381 and profit after $173,000 taxes was $158,921 for first 9 months of year, due to slump in TV that was offset by increased sales and earnings of telephone, sound equipment and broadcasting (WHAM & WHAM-TV) departments. Sales were 12% under the $23,454,575 for same 1950 months, net profit 7% under the $170,863.

Hoffman Radio shows net loss of $126,957 on sales of $12,750,221 for first 9 months of this year, contrasted with net profit of $1,713,477 ($3 a share) on sales of $21,031,765 same period last year.

Magnavox reports net profit of $20,000 (2¢ a share) on sales of $5,011,000 for September quarter, compared with $781,000 ($1.09) on $10,214,000 sales same 1950 quarter.

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Robert H. Marriott, 72, radio pioneer credited with having been first to put the telephone and detector method of radio reception in use, died at his home in Brooklyn Oct. 31. He was a consultant to original Federal Radio Commission and first president of IRE.

Ernest H. Scott, pioneer in custom-built radio field, who sold E. H. Scott Laboratories Inc. in 1944, died Oct. 27 in Vancouver, B. C., where he had resided for several years.

Mobilization Notes: Electronic components and parts are plentiful in Europe, says Edmund T. Morris, chief of DPA Electronics Production Board and NPA Electronics Div., just returned from European component-hunting expedition. He says his party sought "specific electronic items" hard to get in U. S., "found everything we were looking for without necessity of exchanging materials." Many parts and components whose production in this country is restricted by materials supply are readily available for civilian products in Europe, he said. As specific example, he said Germans and Italians "have resistors coming out of their ears—and good ones."

Morris said he would soon make report on foreign parts situation available to RTMA "and anyone else who is interested"—as guide to manufacturers seeking to supplement their shrinking parts supply. That foreign parts are available won't be news to many electronics manufacturers who have long been importing components, he pointed out (Vol. 6:48).

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Govt. has obligated some $3.7 billion for electronics-communications equipment during first 15 months of Korean war, including about $780,000,000 during July-Aug.-Sept. 1950. Estimate is according to general pattern of 10% of dollar value of govt. hard goods procurement representing electronics-communications. Defense Dept. announced it let contracts for $7.8 billion in hard goods first 3 months of current fiscal year, $37.3 billion for 15-month period following Korean attack. Military electronic production is expected to reach $4 billion-a-year rate. Col. C. A. Poutre, director of Munitions Board office of electronics programs, told RTMA transmitter div. Nov. 1 that by mid-1952, electronics industry will have expanded "to point where it can simultaneously support the military program and a high level of civilian production." He said some 20% of the military electronics procurement dollar goes for radio and related items, not including radar, which currently accounts for about 60% of military electronics procurement.

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DPA modified one of its new rules on tax amortization (Vol. 7:42) this week, announced that companies which began construction of new industrial facilities before Jan. 1, 1952 will be permitted to apply for tax aid without having obtained prior DPA approval of their projects. Precertification system was to have taken effect Nov. 1. DPA this week announced these additional certificates of necessity for expansion of electronics and related industrial capacity, granted during 60-day moratorium which ended Oct. 18 (amortized at 75%, except as noted):

Daystrom Inc., Archbald Borough, Pa., gunfire control systems, $3,974,750; Johnson Service Co., Milwaukee, radiosonde equipment, $907,000; Laboratory for Electronics Inc., Natick, Mass., military items, $828,100; Emerson Radio, Jersey City, fuses, $626,250; Sigma Instruments Corp., South Braintree, Mass., relays, $324,506; American Measuring Instrument Corp., Long Island City, aircraft parts, $227,109 (80%); Graflex Inc., Rochester, N. Y., fire control instruments, $196,714 (80%); Midland Mfg. Co., Kansas City, Kan., radio control crystals, $165,000; Empire State Labs, Bellmore, L. I., military items, $101,216 (80%).

Certificate was also granted to Sylvania, for expansion of tube-producing facilities at Altoona, Pa., with dollar value of amortization undecided. Sylvania had estimated cost of project at $959,000.

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Brig. Gen. Victor A. Conrad, chief, Signal Corps Army communications service div., has been named acting chief, procurement & distribution div., succeeding Brig. Gen. Eugene V. Elder, ill.

Telecasting Notes: More station rep changes in the wind, with up-&-coming Harrington, Righter & Parsons, exclusively TV, taking on Louisville's WHAS-TV as of next March (adding to its WAAM, WBEN-TV, WTMJ-TV, WFMY-TV, WDAF-TV, WTTG, WLTV) and ex-Petry partner Henry I. Christal forming firm for exclusive radio representation, which will have WHAS, WTMJ & WDAF on list . . . Edward Petry has wired his list to deny reports he has lost radio representation of WBEN, KFI, KFH . . . Sarkes Tarzian says his WTTV, Bloomington, Ind., now operating with 12.5 kw ERP from new tower 707 ft. above average terrain, 1520 ft. above sea level, is "probably the highest structure in the Middle West," reports reception at 75-mi. radius, with line-of-sight path into Indianapolis . . . Technicians' strike at KSTP-TV, St. Paul, now in second year, prevented Oct. 20 U of Minnesota-Nebraska grid telecast pickup for NCAA-Westinghouse on NBC-TV, so instead network carried Indiana-Ohio State; under network contract with NCAA, game couldn't be handled by rival WTCN-TV, though latter carries films of Minnesota games every Monday night . . . Industrial films are subject of roundup article in Oct. 30 *Wall Street Journal*, which says rent-free movies, plugging sponsors' products, will amount to $60,000,000 business this year, notes that General Motors' 56 subjects made up 269 different TV programs last year . . . Odyssey Pictures Corp., formed recently by Sol Lesser and Douglas Fairbanks Jr., reports plans to make 26 TV films based on Milton Caniff's *Terry & the Pirates* . . . RKO has made 15-min. trailer for TV to plug new film *The Big Sky*, titling it *Making a Picture on Location* . . . CBS-TV signs *Quiz Kids* to exclusive contract . . . Ford Foundation's first TV series (Vol. 7:32) will be weekly film report of U.N. General Assembly in Paris, narrated by Harvard historian Arthur M. Schlesinger, over NBC-TV, 7-7:30 p.m., beginning Nov. 10 . . .U of Miami and WTVJ begin second series of semi-weekly "Telecourses," opening with 12-week course in conversational Spanish and 6-week session on Civil Defense, to be followed by 11-week music appreciation course . . . WHAS-TV to televise classroom sessions from Louisville area schools morning and afternoon daily during National Education Week, Nov. 11-17 .

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White House made public letter Nov. 1 from Comr. Frieda Hennock, whose nomination for Federal district judgeship was pigeonholed by Senate Judiciary Committee, asking President not to consider her for recess appointment and stating she prefers to remain on FCC in order "to follow to a conclusion the pending issues which so vitally concern the national interest in the coming years." President Truman picked another candidate for the New York judicial post, wrote Miss Hennock that he considered her "highly qualified" to be a Federal judge and expressing regrets the Senate had not acted on her confirmation.

Continued gearing for theatre-TV hearing Feb. 26 goes on in movie industry. Motion Picture Assn. of America this week announced appointment of former FCC chairman James Lawrence Fly (New York) and Vincent B. Welch (Washington) as counsel. MPAA will carry main burden of film producers' case, while Theatre Owners of America (Marcus Cohn, counsel) will make prime pitch for exhibitors. It's expected hearing will run into months.

Zenith still hasn't filed petition asking FCC to commercialize Phonevision (Vol. 7:38), but stockholders' report issued this week says: "The company will shortly file its petition . . . It expects that the matter will be set for hearing in the near future." Few people at FCC, however, see how Commission can get around to subject soon. After end of freeze, expected during first quarter 1952, theatre-TV appears to be next.

Gene Autry filed suit in Federal Court in Los Angeles this week to restrain Republic Pictures from releasing any of his 65 features to TV—but no trial is expected until Appeals Court rules on Republic's appeal of Roy Rogers case (Vol. 7:42-43). Autry's suit is similar to Rogers'—both reportedly have similar advertising clauses in their contracts—but Autry is also charging Republic with violation of anti-trust laws, Lanham Act prohibiting sale of old merchandise disguised as new, and California State Labor Code. Meanwhile, Screen Actors Guild agreed to postpone for 90 days action on threatened cancellation of its contract with producer Robert L. Lippert for alleged unauthorized release of theatrical pictures made after Aug. 1, 1948 (Vol. 7:36). Postponement followed SAG's agreement with Independent Film Producers Assn., of which Lippert is a member, that no members would release to TV within next 90 days any films made by members since that date.

To keep its shows from going stale, NBC is "going into the vaudeville business, opening a 2-a-day house on Broadway this fall," reports Oct. 31 *Variety*, which gives these details: Theatre will be used as testing ground for TV personalities, materials, sets and properties. Low admission scale will attract all economic brackets—representative of potential TV viewers. "Network's complete stable of stars will play the house in readying their TV material, but basically it's designed [to test] potentially promising talent . . . Joe Bigelow, who has been supervising the scripting on the *Jackie Gleason* show on DuMont, has bowed out and has moved into NBC as coordinator of the entire comedy development project. Meanwhile, negotiations are now on to acquire a suitable theatre."

National Football League, through its attorney, ex-Senator Francis J. Myers, this week petitioned Federal Court to quash govt.'s anti-trust case against it for restricting TV-radio rights to games (Vol. 7:41). Petition contends NFL has never denied the public opportunity to see and hear games on TV-radio, called govt. charges "so vague and ambiguous that it is impossible" for NFL to prepare a defense. Court scheduled hearing on petition Dec. 17 in Philadelphia.

DuMont should have best-seller in new TV booklet *Station Planning*, shortly to be issued. Company says it's "a complete step-by-step outline for management and station engineers . . . fully explains the facilities and function of all equipment [with] complete breakdown for each equipment complement explaining the actual equipment pieces and approximate costs of the various units incorporated in that group." Theme: "Start Small, Grow Big." Heavy ad campaign is being built around booklet.

March of Time's next will be filmed ballet, sports and story-behind-the-news shows, each half-hour series to be syndicated for local sponsorship same as current *Crusade in the Pacific* series (Vol. 7:34). Ballet, now in production, will be out first. Sports series will feature histories of U. S. games, designed to precede seasonal sports events like football, baseball, basketball, etc. News series will be documentaries.

Only application filed with FCC this week was from WLBC, Muncie, Ind. (Donald A. Burton) seeking uhf Channel No. 49. Total on file is now 451, of which 18 are uhf. [For further details, see *TV Addenda 13-Q* herewith; for listing of all applicants, see *TV Factbook No. 13* and Addenda to date.]

TV-radio programming improprieties still very much on his mind, FCC Chairman Coy told NARTB Nov. 1 district meeting in St. Petersburg, Fla.: "I'm going to support the Benton bill until this industry does something itself." Unless industry cleans up improper programs, he said, expect something to be done "in a legislative way."

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TELEVISION 'WINS' SOME ELECTIONS: "The real winner in this week's elections was TV," to quote radio commentator Elmer Davis.

Not much doubt now that TV's role in 1952 national campaign will be very, very big indeed -- vastly bigger than in 1948, if only because: (1) there are more stations covering more cities; (2) there are far wider networks -- all the way across the continent now; (3) there are considerably more TV homes.

Presidential candidates may not have to take to the "whistle stops," as did Mr. Truman in 1948, for now there are 108 stations covering 63 areas embracing some 60% of populace (as against mere 42 stations in Nov. 1948). And by this time next year there should be at least 17,500,000 TV homes (against about 1,000,000 then).

Rudolph Halley's political star, said New York Times, was "jet-propelled by TV and his service as chief counsel of the Kefauver crime committee." Elected to New York City's No. 2 job, president of city council, after using TV liberally in campaign, the 38-year-old "owlish-looking, adept attorney and prosecutor was little known until he was projected into millions of homes by TV during the open hearings conducted by the Senate committee in New York," Times related.

Columnist Thomas L. Stokes observed: "A new invention, far removed from the squirrel rifle and coonskin cap -- television -- let millions of people see just who the hoodlums and racketeers were who were exploiting their civic inertia and how these elements were operating with the acquiescence, if not actual connivance, of their own elected officials. Incidentally, this new-fangled picture show made a national character out of the Tennessee Senator."

TV figured in the electioneering in Philadelphia, too, where newly elected Mayor Joseph F. Clark Jr., handsome and telegenic, won on "throw the rascals out" issue, albeit faced by Republican reform candidate Dr. Daniel A. Poling, noted Baptist minister. City's 3 TV stations were much used, leading the Inquirer's WFIL-TV manager Roger Clipp to remark: "Clark's personality appealed to a lot of people who had never seen him. I think the next presidential elections will be won via TV."

It's estimated about $85-$90,000 was spent on TV-radio time (60% for TV) in Philadelphia. Expenditures in New York were doubtless higher, and Halley has been featured regularly as commentator on Schick's "Crime Syndicated" on CBS-TV. There are no figures for other TV election areas like Detroit, Boston, Indianapolis, Columbus, Louisville, Erie.

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Political pundit Arthur Krock, dilating on New York-Philadelphia elections, put it this way in his New York Times column: "Undoubtedly the issue [crime] was emphasized to the voters by the dramatic agency of TV, with penetrating effects that could not be attained before the arrival of this scientific miracle. But TV is here; it will be employed in political campaigns and investigations from now on..."

What the national politicos seem to overlook, though, are some simple but basic facts, namely: (a) Even in the 63 TV areas, up to half the homes are still

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without TV sets. (b) Some 40% of the voters aren't within range of TV pictures yet. (c) In 39 of the 63 TV areas there are only single stations.

But the importance that members of Congress attach to potentialities of TV campaigning is manifest from fact that Senate & House office building "sound rooms", where they make recordings to be sent their home radio stations, are being expanded into "sight-&-sound" studios.

Director Robert J. Coar's self-supporting operation, in fact, has just been authorized by Congress to purchase more cameras and otherwise enlarge facilities to produce "film strips" that can be sent to home stations. Members and their parties' national committee headquarters here pay approximately $25 per 5 minutes of filming.

Senators and Congressmen with constituencies outside TV areas, like so many dealers & distributors shut out of lucrative TV trade by reason of freeze, are sure to have their appetites whetted by seeing what their colleagues can do via TV. This may translate itself, during 1952 session, into intensified interest in hastening end of freeze, now in 38th month and unlikely to thaw in time to bring forth many (if any) new stations or TV areas in time for November 1952 elections (Vol. 7:44).

NO 'ERSATZ' TVs NOW OR IN NEAR FUTURE: You can buy a TV receiver today with full confidence that in your standard-brand "1952 model" you're getting undiminished quality in product, performance and durability.

But what of next year? Will conservation and substitution -- dictated by necessities of the mobilization program -- take their toll in degradation of quality of the TV-radio industry's product?

Looking ahead 6 months, it now seems virtually certain that there will be no significant changes -- no new "conservation circuits" -- in TV sets displayed by dealers during first-half 1952.

Choice of models and brands may be more limited, for there definitely will be fewer receivers available. Conservation will be very much in evidence, but it shouldn't affect picture quality, since the actual circuitry will be virtually unchanged from today's. Nor are conservation measures likely to affect sets' durability, in opinion of industry engineers.

"I wouldn't hesitate to buy a new TV set anytime in the next 6 months," says E.W. Glacy, chief of conservation section of NPA's Electronics Div. And he's one man who ought to know.

One reason why there'll be no skimping on quality in next half year: The TV industry has trimmed its sales; it's thinking now in terms of 4,000,000 sets in 1952 -- 5,000,000 at most. It's not even trying to stretch available materials into more -- but poorer quality -- sets. Materials shortages, of course, get full blame for lowered sights. But TV industry, having burned its fingers once on over-production, would probably be equally cautious were materials plentiful.

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Materials rations haven't yet conflicted with production goals to noticeable extent; inventories are still high, though they're being sliced steadily by a reawakened buying public (see p. 7).

This doesn't mean TV industry is ignoring conservation. Far from it; from top to bottom, every conceivable materials-saving step is being explored, tested in laboratories. Some of it has been incorporated into current production. But the industry's conservation efforts for present and near-future sets have this aim:

Cutting down on use of strategic materials in non-functional applications that require no major changes in circuitry. Healthy progress has been made.

Immediate aim of component manufacturers is to reduce the scarce materials in their products -- and yet leave them interchangeable with their predecessors. Research toward high-quality mica substitutes exemplifies component conservation progress which degrades neither component nor the set in which it's used. New-type capacitors eventually will save vast quantities of that precious mica, require no changes in wiring or circuitry of TV sets.

Conservation in receiving tubes has perhaps been most outstanding. Aluminum and steel substitutes for nickel are now standard. From all reports, they work just

as well -- and tube industry probably will never go back to pure nickel in applications where these other metals have proven so satisfactory.

Thanks to conservation, it's now unlikely that there'll be any shortage of receiving tubes in first-half 1952, in opinion of industry and govt. executives who should know. There may be spot shortages of one tube type or another, but there are many who think even this could largely be avoided by standardizing tube types.

Industry is leary of doing its own standardizing -- because of the possible anti-trust angles -- but Govt. has no such hesitancy, and its experts are now gathering data for such a project. Govt. would consult electronics industry before it ordered compulsory standardization.

Picture tubes may be due for standardization treatment, too. But first-half 1952 should see continued trend toward larger sizes. And they'll be plentiful.

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Go to any TV dealer today, and you can see evidence of conservation in new-model TVs, without even removing back from set. Composition board and plastic have replaced rear steel plate and picture tube cup. Knobs are plastic. Metal cabinets are disappearing. Stainless steel is no longer widely used for trim.

Look inside the sets and you'll see very few aluminum or copper-plated chassis. Picture tubes are held in place by cloth webbing. There are fewer metal-coned CR tubes. Hook-up wire is finer gauge, resistor and capacitor leads are shorter.

There are some changes that may not come without govt. orders (Vol. 7:40). Sets still have plenty of metal trim. This is a competitive situation; no set maker wants to take the lead by making his set less attractive -- but it's doubtful if any would be loathe to go along if his competitors untrimmed their sets at same time.

Standardization of lines presents similar problem. There's some sentiment in NPA for limiting number of models any manufacturer may make. For example, Govt. may hold each manufacturer to one table model and one console in 14, 17 & 20-in. sizes only, perhaps coupled with outright ban on TV-phono combinations. NPA assures that no such move is imminent, and that it will get the industry's ideas before it decides on any standardization orders.

* * * *

So-called "new model ban" announced this week by NPA won't bar changeovers in TV industry, despite generalizations to contrary in daily press. Order actually reserves new machine tools almost solely for military and defense-supporting production, doesn't ban use of new dies in existing machines (see Mobilization Notes).

Some materials-saving changes are actually improvements over old designs. Many industry engineers -- and, of course, manufacturers -- hail the new low-voltage electrostatically-focusing picture tubes (Vol. 7:20-21,33-34,40) as such a step. They save copper, cobalt, steel, aluminum, cut manufacturers' costs and are said to produce picture that stays in focus without adjustment.

Some current models use new picture tube, and most TV set manufacturers are expected to come out with it before mid-1952.

Concept of a "utility model" TV with simplified conservation circuits has not been thrown out the window. For discussion of long-range conservation planning and details of TV-radio materials-saving measures, see page 7.

FEE-TV FORCES TALK IT UP & MARK TIME: Subscription TV agitation continues -- though prospects of its coming to head at the FCC are still long way off -- with Paramount Pictures' (Telemeter) promotional activity currently outdistancing that of Zenith.

A 9-page brochure issued by International Telemeter Corp. (50% Paramount-owned), dated Sept. 10, really stirred up the cats among exhibitors. It was later reported withdrawn -- "because it doesn't represent Paramount's views."

Brochure was titled "The Story of Telemeter," described system, said that TV's technical progress has been great, whereas "on the economic side the road has been less rosy"; added that it will be good for movie business; that it will help sports; that it won't eliminate free TV; that it will lower cost of entertainment, etc. Also, that "it will eliminate many of the secondary costs that now go into the

overall cost of entertainment, such as parking, expensive real estate, etc."

That last reason is what got the exhibitors. Film Daily's Chester Bahn editorialized: "What expensive real estate?" Then he told of one important circuit operator who wondered "if perchance theatre real estate was meant."

"He was extremely serious, too," wrote Bahn.

Same exhibitor mused, according to Bahn: "Must be we're not in the motion picture business; only the producers and Telemeter appear to be."

Brochure also anticipated struggle with other subscription TV systems, said that Telemeter is simpler, has no end-of-the-month billing problems, is "the only pay-as-you-see method of subscription TV."

Theatre TV is also talked down. "It calls for substitute products...fights, ball games, etc. on the theatre screen. Theatre TV must pass on to the public the present high overhead of operation..."

That Telemeter folk are working hard is evidenced by fact it has appointed Dr. Louis H. Ridenour, ex-chief scientist of the Air Force, director of engineering. Its Washington counsel is firm of Arnold, Fortas & Porter.

* * * *

Zenith's Phonevision appears to face tough technical hurdles -- perhaps tougher than those of other systems, since it requires phone line to subscriber's home. Illinois Bell System officials have never been too happy about getting mixed up with system -- fearing interference with phone service, worrying about jammed switchboards, wondering about billing and collecting, etc.

Zenith may also expect competitors to claim that Phonevision discriminates against people without phones.

* * * *

Skiatron hasn't yet asked FCC for permission to test its punchcard-operated system in homes, though officials have been to Hollywood recently, presumably seeking top films. In meantime, it has an FCC authorization to conduct technical tests over WOR-TV, New York, for 60-day period started Oct. 16.

RCA remains complete dark horse. Some time back, it announced it had a system -- then said no more about it. Whatever RCA's plans, you can be sure it will seek inside track on anything which could conceivably become important to TV.

* * * *

Others interested in subscription TV include such disparate individuals as retired ad tycoon Raymond Rubicam and James L. Wick, co-publisher of the Niles (O.) Times, Roanoke Rapids (N.C.) Herald, Bogulusa (La.) News, New Iberia (La.) Iberian.

Former supports Sen. Benton, another ex-advertising mogul, by writing in Nov. 3 Saturday Review of Literature: "Radio...has come nowhere near serving the American people as well as it ought to have served them. I am convinced that a large part of the reason lies in the domination of radio by the advertisers." The cure, he says, lies in subscription TV and channels reserved for education.

Publisher Wick isn't concerned with sociology -- just competition. He warned Oct. 16 meeting of Inland Daily Press Assn. in Chicago that "today, there is little local TV advertising," but when proper techniques are worked out, "you can imagine the volume of local advertising that will develop." He urged newspapers to lobby for subscription and theatre TV to forestall "the horrible punishment inflicted by TV upon some motion picture theatres in TV cities."

* * * *

When FCC begins theatre hearing, scheduled for Feb. 26, subscription TV could possibly be consolidated with it. One commissioner thinks theatre TV "might be cleaned up in a week." Others say "months -- it's another color TV hearing."

First Sylvania Awards in TV fields (bronze and crystal plaques designed by Norman Bel Geddes) omitted "grand award" because judges found no program measuring up to its concept of "truly outstanding entertainment" —but other grants went to: WPIX, New York, for coordinating pool carrying Kefauver hearing telecasts; WDSU-TV, New Orleans, first to carry Kefauver telecasts; *Meet the Press*, best public service program; *Zoo Parade*, best program suitable for children; *Your Show of Shows*, best revue, along with Max Liebman as best director, and Sid Caesar & Imogene Coca as best actor and actress; John Daly, for excellence as moderator; *Fireside Theatre*, best use of film on TV, along with its director Frank Wisbar and writer Arnold Belgard.

Personal Notes: William Phillipson, who went from ABC legal staff to asst. director of TV programming and operations, named director of ABC-TV Western Div., succeeding Frank Samuels, in shakeup announced by president Robert Kintner this week; Gayle Grubb, KGO & KGO-TV gen. mgr., upped to v.p.; Amos Baron named mgr. of KECA; Philip G. Hoffman, ex-KOB & KOB-TV, named mgr. of KECA-TV . . . Charles G. Mortimer III, ex-CBS-TV, joins ABC-TV as asst. to Charles Underhill, TV program director . . . Mary Alice Connell, ex-DuMont, succeeds Emily Clark, resigned, as mgr. of ABC-TV spot sales service dept. . . . Sylvester (Pat) Weaver, NBC-TV v.p., elected to board of directors . . . Ludwig Simmel, ex-ABC, joins NBC to head new dept. handling cooperative programs . . . Norman E. Cash resigns as NBC station relations director to join Crosley Broadcasting Corp. Nov. 19 . . . Hugh Higgins, ex-BAB, joins CBS radio as marketing counsel, replacing Ed Shurick, who moves into TV sales . . . William Dozier, Hollywood film man who joined CBS-TV last month, named head of new dept. to search for new talent and program ideas . . . John Bradley promoted to sales mgr., KHJ-TV, Los Angeles, succeeding Kevin Sweeney, now with BAB . . . Fay Day promoted to research mgr., CBS-TV spot sales . . . Hal James, TV-radio director, Ellington & Co., named v.p. . . . Norman S. Livingston, ex-Roy Durstine Inc., joins Serutan Co. as TV-radio director . . . Mrs. Fanney N. Litvin, FCC examiner, who recently lost her husband, Dr. Philip Litvin, in a Montana drowning accident (Vol. 7:34), taking 2-month leave of absence starting in December . . . Wm. T. Stubblefield, ex-Associated Program Service, appointed NARTB station relations dept. director, taking over Dec. 1 . . . Douglas MacLatchie promoted to Eastern sales mgr., TV div., Petry, which has also added to N. Y. sales staff Herbert C. Watson, ex-ABC; James C. Richdale Jr., ex-WNAC-TV; LeGrand S. Redfield; to Chicago staff, Charles Pratt, ex-WOR-TV; St. Louis, Richard W. Hughes, ex-WHAS-TV.

Station Accounts: Best of kind for TV commercial staffs are capsule case histories under heading "TV Results" in *Sponsor Magazine*, whose current issue relates success stories for these accounts: Circus Foods Inc. (peanuts), *Food for Thought* on KNBH, Hollywood, thru BBDO; Bosco Co. (milk amplifier), *Uncle Jake's House* on WEWS, Cleveland, thru Robert W. Orr; Prior Tire Co., *Hopalong Cassidy* films Sat. afternoons on WSB-TV, Atlanta, direct; Dolly Adams Syrup Punch, partic. in *Cooks' Corner* on KFI-TV, Los Angeles, thru Barton A. Stebbins; Royal Crest Sales Co. (dinnerware), films when ball games rained out, on WPIX, thru Product Services Inc.; Olin's Inc. (used cars), boxing on WTVJ, Miami, direct; Ready-to-Paint Furniture Store (unpainted furniture), partic. on *Fix It Shop* on WFMY-TV, Greensboro, direct . . . Among accounts reported by WFIL-TV, Philadelphia: Bonne Bell Inc. (cosmetics), thru John Yezbak & Co., Cleveland; Golden Guernsey Inc. (dairy products), thru Badger & Browning & Parcher, Boston; Helbros Watch Co., thru Ray-Hirsch Co., N. Y.; Medusa Portland Cement Co. (cement paint), thru Will Inc., Cleveland; National Selected Products Inc. (7-Minit pie mix), thru Duane Jones, N. Y.; Pennsylvania Greyhound Lines, thru Beaumont & Hohman, Cleveland; Tasty Baking Co. (Tastykake & Tastypie), thru Parkside Adv., Philadelphia . . . WCAU-TV, Philadelphia, reports following accounts: Joanna-Western Mills Co. (window shades), thru George H. Hartman Co., Chicago; Maltex Co. (cereals), thru Samuel Croot Co., N. Y.; Mrs. Schlorer's Inc. (mayonnaise), thru Lavenson Bureau of Adv., Philadelphia; Mrs. Smith's Pie Co., thru Everling Associates, Philadelphia; Soil-Off Co. (paint cleaner), thru McCann-Erickson, San Francisco . . . Singer Sewing Machine Co., using TV for first time on NBC-TV *Kate Smith Show* Tue. 5:45-6, likes on-the-air advertising so well it's also going into radio heavily in non-TV areas, thru Young & Rubicam . . . Chicago's WBKB has Ernie Simon, who has handled man-on-the-street telecasts, readying 10-10:30 a.m. participating show, a la Tom Breneman's famed radio show, from Isbell's Restaurant, on North Side, to be extended to 9:30 a.m. if sponsorships warrant . . . Atlas Brewing Co. sponsoring *Michigan Outdoors*, sports newsreel, on State stations, thru McCann-Erickson, Detroit . . . Among other advertisers reported using or preparing to use TV: Tidy House Products Co. (Perfex cleaners, starches, bleaches), thru Buchanan-Thomas, Omaha; Liquinet Corp. (Liquid hair net), thru A. Martin Rothbardt Inc., Chicago; I. J. Grass Noodle Co. (noodles, soup mix), thru Charles Silver & Co., Chicago (WPTZ); Seeck & Kade Inc. (Pertussin cough remedy), thru Erwin, Wasey & Co., N. Y. (WPTZ); Mystik Adhesive Products (Mystik tape), thru George H. Hartman Co., Chicago; Cedergreen Frozen Pack Corp. (Cedergreen frozen foods), thru Bozell & Jacobs, Seattle; Arnold Schwinn & Co. (bicycles), thru J. Walter Thompson, Chicago; Christmas Club, A Corporation, thru Brooke, Smith, French & Dorrance, N. Y. (WTVJ); Schneider-Lorscheider Co. (Big Stinky outdoor fly trap), thru Barnes Adv. Agency, Milwaukee.

Network Accounts: Only network "repeat" for West Coast yet is Oldsmobile's *Douglas Edwards & The News* on CBS-TV, Mon.-thru-Fri. 7:15-7:30 p.m., done again live for Pacific audience at 11-11:15 EST so it can be carried in West 8-8:15 PST; extra cost said to run $5000 a week, mainly talent, added to regular budget of $10,000 . . . M & M Ltd. (candy) reported readying sponsorship Jan. 6 of *Candy Carnival* on CBS-TV, Sun. 12:30-1 p.m., thru Wm. Esty . . . Kaiser-Frazer Nov. 4 moved from DuMont to ABC-TV, Sun. 7:30-8; show titled *Adventures in Mystery* will fill-in until *Ellery Queen* starts again Dec. 9, thru Wm. H. Weintraub, N. Y. . . . Rosefield Packing Co. (Skippy peanut butter) Dec. 10 starts sponsorship of West Coast show *You Asked for It* on ABC-TV, Mon. 9-9:30 EST, thru Guild, Bascom & Bonfigli, San Francisco . . . Holeproof Hosiery Co. sponsors finals of *Miss U. S. Television* contest Dec. 5 on DuMont, Wed. 10-11 p.m., thru Weiss & Geller, Chicago . . . Larus & Brother Co. (Holiday cigarettes) sponsors Thanksgiving Day *Detroit Lions-Green Bay Packers* football game on DuMont, Thu. Nov. 22, beginning at noon . . . Motorola sponsors *Shrine East-West* football game from San Francisco Dec. 29 on DuMont, Sat. 4:30 p.m. EST, thru Ruthrauff & Ryan . . . Industrial Tape Corp. (Texcel cellophane tape) shares sponsorship of *Rocky King, Detective*, with American Chicle Co. starting Nov. 18 on DuMont, Sun. 9-9:30, thru Kenyon & Eckhardt . . . Frigidaire reported readying sponsorship of *Pulitzer Prize Playhouse* on ABC-TV, alt. Wed. 9-10, starting Dec. 19; dramatic show will alternate with *Celanese Theatre*.

Return of concept of specialized broadcasting stations is indicated by formation of new joint sales organization to be known as "Good Music Broadcasters" sparked by Norman S. McGee, sales v.p., WQXR, New York, and Raymond D. Green, WFLN, Philadelphia. Other stations in group: WXHR, Boston; WWIN, Baltimore; WGMS, Washington; WEAW, Chicago; WEW, St. Louis; KIXL, Dallas; KFAC, Los Angeles; KSMO, San Francisco. New firm will also represent Rural Radio Network, mainly New York and Pennsylvania FM stations, plus WFMZ, Allentown, Pa.; WBIB, New Haven, Conn.; WSNJ, Bridgeton, N. J.

FCC engineering personnel losses in recent months include quite a few from Safety & Special Radio Services Bureau: Wm. Dulin & George Ikelman, to NPA; George Boardman, Frank Cook, A. Albert Mantwilla & Edward McDermott, to military services; Robert Crain, to Lear Radio; Frank W. Cook, to Civil Defense Administration.

ENORMOUS EFFORT being expended by NTSC on compatible color standards is very well known among those doing the work, but group has yet to make industry and public in general fully understand its activities.

Perhaps it's preoccupation with research; perhaps it's supercaution with regard to FCC; perhaps it's simple lack of time.

For the technician, October *Proceedings of the IRE* (Vol. 7:43) was a monumental, probably adequate effort. For the layman, an excellent start has been made with 7-page description of compatible system prepared by NTSC Panel 12 (system analysis).

[Note: Copies of former are available from IRE, 1 E. 79th St., New York, latter from Dr. W. R. G. Baker, chairman, NTSC, c/o General Electric Co., Electronics Park, Syracuse, N. Y.]

But some unheralded work going on is truly remarkable. For example:

(1) One manufacturer has shown color set, "with excellent pictures," using less than 40 tubes, compared with 54 in sets shown by RCA.

(2) Under severe interference conditions, with very weak signals, color pictures have held sync even better than black-&-white sets alongside.

(3) Myth of the "1/11,000,000 second," which worried FCC so much when it turned down RCA system, has been completely blasted—largely by color phase alternation, formerly called oscillating color sequence or flip-flop.

RCA, incidentally, is now colorcasting with NTSC standards, including 3.89-mc color carrier. Company points out that switchover took only matter of hours.

* * * *

Dual standards were again suggested by RCA's chairman David Sarnoff in interview in Nov. 9 *U. S. News & World Report*. "While we don't think that having dual standards is the ideal solution," he said, "we do think that letting the public choose which is the best standard is the ideal solution."

"Universal receiver," which could receive both CBS and compatible systems, has been made experimentally, he said, "and I am confident it can be made commercially." Gen. Sarnoff thought it might cost 15% more than single-standard set.

"This additional cost . . . would not be justified normally. But, in this situation, you have a condition where there's controversy and doubt—let me assume sincere doubt —so why not let the public see both and decide?"

* * * *

FCC Chairman Coy hasn't changed his mind much about the industry, apparently. In Nov. 4 talk to National Assn. of Educational Broadcasters in Biloxi, Miss., he said:

"The growth of color has been delayed by the request of the director of the ODM to CBS to suspend its plan for the mass production of TV receivers in order to conserve critical materials.

"Significantly, Mr. Wilson did not need to address his letters to other manufacturers inasmuch as they, by a common pattern of ridicule and lack of selling efforts and promotion of color in television, had decided that the American public should not have opportunity to enjoy color TV except on a basis and at a time to be determined by the industry. It is now clear that we will have color in TV.

"Color can no longer be kept underground as it has been for many years by the recalcitrance of those who put their private interests ahead of public interests. The director told an industry conference that his request was in no way designed to discourage research and development of color TV."

Telecasting Notes: Higher daytime radio rates, to offset losses in revenues caused by TV inroads and by recent network rate cuts, are reported as "definite national trend" by Nov. 10 *Billboard*, which says trend "is beginning to snowball, particularly in areas where TV has hurt nighttime business" and lists dozen AM stations which in recent weeks have hiked morning or afternoon time charges, or both . . . NBC radio affiliates have received complete prospectus of Economic Study proposals (Vol. 7:40), is understood to be conferring now with individual stations regarding network rate adjustments, time clearances, etc.—with nobody very happy about radical departures, to be main topic of NBC affiliates convention at Boca Raton, Fla., Nov. 28-Dec. 1 . . . Proof that AM isn't losing ground, at least among rural audience, is cited by Crosley v.p. Robert Dunville in survey showing farmers in WLW area have increased listening 8% over 1950 and 10% over 1949 . . . Salt Lake City's KSL-TV, owned by Mormon Church, which has rule against beer advertising, reported to have been persuaded by CBS to clear time for Pabst's *Amos 'n' Andy*, Schlitz's *Playhouse of the Stars*, Budweiser's *Ken Murray Show* . . . KING-TV, Seattle, sending news editor Charles Herring, with cameraman Wallace Hamilton, on month's tour of European Military Air Transport Service bases, his *Overseas Report*, sponsored by National Bank of Commerce, to be shown every Tue. 7:45-8 p.m. . . . NBC-TV signs Ralph Edwards, creator-owner of *Truth or Consequences*, to new 5-year contract, said to total $6,500,000, for new *Ralph Edwards Show* starting Mon.-thru-Fri. 12:30-1 p.m. . . . Good reading for those who remember Paul Porter as one of the superior chairman of FCC: Article titled "Arnold, Fortas, Porter and Prosperity" in November *Harper's* . . . WMAR-TV, Baltimore, Dec. 1 raises base hour rate from $700 to $800, one-min. $125 to $150.

IN JARGON of show business, which it chronicles so well, *Variety* Oct. 31 carries this characteristic but significant observation: "Thousands of Hollywoodites are rapidly recovering from pernicious economic anemia as a result of a steady dose of televitamins over the last year. The cure has benefited the patients to the tune of a $10,000,000 payroll and has been so effective that the ailment's chief symptoms — large-scale unemployment — have largely disappeared."

In other words, TV is taking up the slack in movie payrolls, providing lots of jobs, according to *Variety*. And the $10,000,000 payroll is just a starter, for more big producers (it names Monogram, Universal, Republic) are going into films-for-TV. Meanwhile, guild-union employment rolls are up 15-60% from last year, and there's even a shortage of cameramen and cameras.

Then, in leading article in Nov. 7 *Variety*, this novel bit of reasoning on movies vs. TV argument: "Hollywood will have nothing to fear from TV 'for easily 4 or 5 years,' says Metro [M-G-M] production veepee Dore Schary. 'That's how far away large-screen TV is for home consumption.'" Mr. Schary says majority of sets in hands of public are 10 & 12-in., therefore: "As long as there's such a preponderance of small screens in the home, TV will never be able to approach the scope of Hollywood." He expects it will take 5 years for 16-in. or larger sets to outnumber smaller screens.

What seems amazing is not so much that Mr. Schary's information on screen sizes is completely wrong in the first place, but that he hinges so much on picture size. He also puts comparison on basis of money spent, saying a TV network is putting out $1,000,000 weekly, whereas Hollywood spends $6,000,000 weekly—and a TV show may run $100,000, compared with $5,500,000 movie "blockbuster."

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 1755
Trade Report
November 10, 1951

PRICE HIKES NEXT? TRADE HOLDING FIRM: Lots of talk about TV set price increases in the air -- now that inventories are moving nicely and current production is limited by materials restrictions. But only Sylvania has formally posted price hikes as yet, very slight (Vol. 7:43), which it says haven't slowed retail sales a bit.

"Level of normalcy" apparently has come to the TV trade, though it isn't an old enough business yet to know what's really normal -- and certainly comparisons with last year's "feast" or the recent spring & summer "famine" aren't fair.

What's happening is aptly put by RCA Victor's home instrument dept. v.p.-general manager Henry P. Baker: "Business is conservatively strong," said he, "just where it should be to be most effective -- at the consumer level. As far as we're concerned, it's exceedingly strong. We're shipping all we can make."

That's about what the other major producers will tell you, too. The recent cries of distress among wholesaler-retailers have all but subsided.

Trade statistics continue favorable. Week ending Nov. 2 saw 107,361 TVs produced (only 427 private label), about same number as preceding week (Vol. 7:44). That brings total for first 5 weeks of fourth quarter to just over 500,000. Factory inventories fell about 17,000 units to 337,499, nice drop from Aug. peak of 768,766.

Week's radio output was 203,777 (8628 private), about 18,000 down from the preceding week, with factory inventories totaling 331,688, only 4000 down. Radios were 117,574 home receivers, 19,687 portables, 66,516 auto.

NEW RULES PERMIT PRICE CEILING BOOSTS: TV-radio and other electronic equipment and parts manufacturers can get higher price ceilings -- along with manufacturers in many other industries -- as result of this week's revision of 2 OPS regulations.

Don't expect big price hikes soon stemming from new price rule. But it does clear way for substantial increases when materials pinch forces costs up, slashes profit margin per set (see story above). Many TV-radio manufacturers' list prices, incidentally, are still below the old price ceiling levels.

Manufacturers may now adjust ceiling prices to reflect cost increases from pre-Korea to July 26, 1951, as voted by Congress when it approved Capehart Amendment to Defense Production Act. TV-radio and most components manufacturers are covered by CPR 22; transmitters, industrial electronics, etc. come under CPR 30.

All manufacturers who haven't yet computed ceilings under CPR 22 or 30 must do so by Dec. 19 under new rules. Those who already have filed under those orders may calculate their ceiling price adjustments now or at any time in future, and use the new ceilings as soon as OPS has received their applications.

Any price increases resulting from new ceilings will be passed along to the public, since Herlong Amendment to Defense Production Act guarantees wholesalers and retailers their customary percentage markups.

Capehart and Herlong ceiling hikes will also be reflected in the tailored ceiling regulations for TV-radio industry (Vol. 7:43), now in the mill, to replace CPR 22. Special regulations permitting ceiling price boosts for such services as TV-radio repair shops are now in preparation.

CONSERVATION—SOME LONG-RANGE FACTORS: No "ersatz" TVs now or in near future -- as we note in article on page 2 -- but beyond mid-1952, what? Prospects are that:

If materials squeeze stiffens -- and there's no convincing reason to believe it won't -- and if demand for TV sets is high, mobilization factors may dictate real changes in concept of TV design.

Some stern voices in govt. production agencies warn the TV-radio industry: Prepare for the worst, or you may get stuck.

"They'd better start planning on making radical changes," one of them told

us this week. He conceded that many big manufacturers have new super-conservation circuits and designs on the testing bench, and added:

"Planning, designing and testing major changes takes 6 months to a year or more. The day may come when an 'ultra-conservation' model may be a life-or-death matter. Now's the time to begin working on those 'impossible' jobs. It's better to have one ready and not have to use it than face the choice of shutdown or putting an untested hurry-up model on the market."

Obviously, major companies are constantly readying standby models as a sort of "insurance"; a real TV set shortage could spur these into production. Looming large in their designing plans are these facts about critical metals:

Aluminum and steel will be seriously short for at least another year. But copper will remain desperately tight for 2-5 years, and will pose tough shortage problem as far ahead as anyone can now foresee.

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Industry's big challenge is to lessen substantially its heavy dependence on copper -- permanently. No magically interchangeable material has been discovered, but aluminum holds most promise of relieving some drain on nation's copper supply. Said DPA-NPA boss Manly Fleischmann:

"If I were a manufacturer using great amounts of copper, I'd have my design people looking into aluminum."

And that's what electronics design people are doing. Transformer engineers are working with success to improve wartime German technique of using square aluminum wire for windings. Aluminum hook-up wire is being tested. Biggest obstacles: aluminum wire has 50% more resistance than copper, is more brittle in some forms, is hard to solder. But these problems are all being overcome.

A few other measures now being used or planned by electronics industry to save copper and other strategic materials:

Power transformers can practically be eliminated by use of selenium rectifiers in voltage-doubler circuits. Unfortunately, selenium is scarce, too, but NPA is planning to put it under 100% allocation, reserving some for TV-radio industry.

Every pound of selenium used in TV manufacture saves average of 185 lbs. of silicon steel (transformer core), 35 lbs. of copper (winding).

Power transformers that operate at higher temperatures are being developed. They're smaller, use less copper, less steel.

Power cords made from copper-clad steel are in the works, would save up to two-thirds the copper formerly used for this purpose. One problem here, as in some other copper-saving plans, is getting Underwriters Laboratory to approve changes.

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Conservation clearing house for electronics industry is the NPA Electronics Division's conservation section, headed by E.W. Glacy. Section wants to hear manufacturers' materials problems. Aside from supplying a shoulder to cry on, Glacy's section gives advice on conservation, substitutes, design problems.

These NPA experts are equipped to supply answer to this chicken-or-the-egg question about substitution: If I switch to a substitute material, is the substitute likely to become short in a few months and leave me worse off than before?

Section wants information from manufacturers on their conservation measures. It will be kept confidential if requested, but NPA would rather pass it on to others who may benefit from it.

NPA keeps track of major conservation moves by checking manufacturers' controlled materials requirements as stated in their quarterly CMP applications.

If a manufacturer's stated requirements for a certain material take sudden unexplained drop from one quarter to next, Electronics Div. engineer hops on phone, asks him: "How did you do it?" Manufacturer is usually glad to reveal technique, and NPA people pass the good word along to others.

Likewise, if a manufacturer's requirements for any material are way out of line with rest of industry, NPA suggests substitutes or conservation techniques with this clincher: "We know it can be done, because XYZ Corp. does it."

Financial & Trade Notes: Despite lowered radio time rates and its costly color campaign, CBS consolidated income statement released Nov. 7 shows that gross income for the 39 weeks ended Sept. 29 rose to $119,731,379 from $85,946,982 for same 1950 period. Net earnings were $3,532,666 ($1.81 per share) vs. $2,670,783 ($1.56) in same 1950 period. Provision for Federal income taxes was $5,250,000 vs. $3,630,000.

Good business of subsidiary Columbia Records Inc., plus growing TV revenues, account in part for improved CBS showing. Figures for the 39 weeks of 1951 include operations of Hytron group (tube and receiving set subsidiaries) since acquired June 15. Thus earnings per share of 1950 period were calculated on the 1,717,352 shares outstanding of Sept. 30, 1950, while for the 1951 period they were calculated on 1,956,003 shares, being average number outstanding for the 39 weeks ended Sept. 29, 1951. Actual number outstanding on such date was 2,337,844, which includes 620,492 issued on acquiring Hytron.

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Financial Miscellany: Arvin Industries net profit was $2,262,941 ($2.54) for first 9 months of this year vs. $2,587,417 ($2.90) same period last year; September quarter profit was $549,466 (62¢) vs. $932,564 ($1.05) . . . Decca Records reports $401,793 profit (52¢) for 9 months vs. $553,814 (71¢) . . . Gabriel Co. profit for 9 months was $353,625 (63¢) vs. $611,513 ($1.79); September quarter was $62,155 (11¢) vs. $248,384 (73¢) . . . Belden Mfg. Co. 9-month profit was $891,298 ($2.78) vs. $1,121,043 ($3.49) . . . Globe-Union 9-month net profit was $1,105,967 ($1.65 a share) on sales of $29,438,070 vs. $1,984,747 ($3.10) on $27,184,041 year ago . . . Corning Glass net income was $7,899,163 ($2.88 a share) on sales of $88,165,104 for 3 quarters to Oct. 7 vs. $12,298,352 profit ($4.58) on $80,334,313 sales for corresponding 1950 period . . . Capitol Records net was $477,737 (88¢ a share) on sales of $13,243,844 for 12 months ended Sept. 30 vs. $280,023 (42¢) on $12,660,372 for preceding year . . . General Precision Equipment Corp. net was $124,048 (21¢ a share) on sales of $6,950,481 during Sept. quarter vs. $299,438 (50¢) on sales of $7,408,149 same period last year.

Motorola's net sales for 9 months ended Sept. 29 fell to $100,194,572 from $124,707,267 for same 1950 period, due to decreased TV demand and third quarter's "sizable liquidation of excessive inventories in dealers' hands [now] practically accomplished," according to president Paul V. Galvin's report to stockholders. Profit was $5,327,442, or $6.06 per share on 879,605 shares outstanding, compared to $8,063,093 ($9.17) same period last year. Taxes were $5,499,087 for 1951 period, $8,021,274 for 1950 period. Third quarter sales were $26,744,728, down from $54,142,879 same 1950 quarter; profit before taxes was $1,808,592, compared to $7,587,989.

Dividends: Magnavox, 37½¢ payable Dec. 15 to stockholders of record Nov. 24, 25¢ quarterly pfd. payable Dec. 1 to holders Nov. 15; Standard Coil Products Co., 25¢ payable Nov. 15 to holders of Nov. 5; Westinghouse, 50¢ payable Dec. 1 to holders Nov. 9; Aircraft Radio Corp., 10¢ payable Nov. 19 to holders Nov. 8; Belden Mfg. Co., 40¢ payable Dec. 1 to holders Dec. 17; Tung-Sol, quarterly 25¢ and extra 25¢ payable Dec. 1 to holders Nov. 19; CBS "A" & "B," 40¢ payable Dec. 7 to holders Nov. 23; International Resistance, 10¢ payable Dec. 1 to holders Nov. 15; Television Electronics Fund Inc., 15¢ payable from income, 45¢ from capital gains, payable Nov. 27 to holders Nov. 16.

The $150,000 sale of WCOP (AM & FM), Boston, to T. D. Baker Jr. & A. G. Beaman, partners who own WKDA, Nashville, was announced by Cowles Broadcasting Co. this week. Station is on 1150 kc, 5000 watts. Deal was handled for Cowles by New York broker Howard E. Stark.

UNLIKE VICTOR and Columbia Records, which enjoy intimate corporate ties with NBC and CBS, big rival Decca has no "in" on fast-moving TV, nor even on the transcription side of radio—which may have been one of impelling reasons why it bought into Universal Pictures Co. this week. Purchase of 271,900 out of 960,048 outstanding shares of Universal, about 28%, makes it largest stockholder in film firm.

Trade ties up Decca's TV ambitions with Universal's recent announcement that it was going into film production for TV in big way through its United World Films.

Whatever the virtual "merger" may betoken in way of trends, fact is that Decca-Universal tieup is bound to be important in recording and entertainment worlds. Second largest Universal stockholder is J. Arthur Rank, who has never had any qualms about releasing films to TV. Decca people are said to be seeking to buy his 134,375 shares, also hold 32,500 warrants for added stock purchases.

Decca's subsidiaries are Brunswick Radio Corp., Coral Records Inc., Compo Co., and Decca Distributing Corp. (48 branches). Its capitalization consists of 1,500,000 shares of common, of which 776,650 are outstanding, and its president is Milton R. Rackmil. Last year it grossed about $21,500,000, showed net profit of slightly over $1,000,000; first 9 months of this year its net was $401,793 after $414,030 taxes.

Universal's 1950 fiscal year showed net profit of $1,300,000 on gross of $55,590,000; for the 39 weeks ended July 28, net was $1,127,182 after taxes of $1,675,000 on $44,033,789 sales. Nate Blumberg is Universal president.

Note: Columbia Pictures, reporting net of $1,497,814 for fiscal year ended last June 30 vs. $1,981,488 preceding year, tells trade press TV represents "a challenge which can only result in a more dynamic film industry that should produce more than ever the kind of pictures that will enhance the moviegoing habit." Columbia is in TV via its Screen Gems Div. (Vol. 7:35).

Monogram this week announced new TV subsidiary will be known as Interstate Television Corp., headed by Ralph Branton, formerly with A. H. Blank's big Tri-State theatre chain, promised first TV series starring George Brent in *Raffles*. Republic, remodeling Hollywood studios for TV production, has earmarked budget of $1,000,000 for more stage space and to finance first TV films, including series *Commando Cody, Sky Marshal of the Universe.*

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"Unless the majors suddenly open their vaults," states *Variety*, "there are few more old features in prospect for TV. It has pretty much chewed up the independent U. S. and British product. Result is that the time now filled by films dredged out of the vaults will gradually be taken over by pix specially made for video. They will almost all be of half-hour length, however, rather than full features. Latter are still much too expensive to make for tele." Top average income for a feature released to TV is said to be $50,000 gross, a few reaching $75,000 (though new stations "post-freeze" may make future rentals all velvet). "There are very few additional [feature] pictures of any merit left—even on TV standards," says *Variety*.

Nationwide theatre-TV network is reported aim of new Theatre TV Authority, incorporated in Sacramento, Cal., with capitalization of $100,000. Managing director Kenneth E. Wright says his firm hopes to start local theatre-TV network, eventually expand to regional and national service. He says company wants to help theatres get TV equipment, even if it means direct financing.

Biggest hotel TV installation job yet is Waldorf-Astoria's 2500-receiver setup just completed by Master Video Systems Inc. Equipment is RCA's Antennaplex, may also be used for closed-circuit programs within hotel.

Topics & Trends of TV Trade: A "small business" in TV-radio industry is one employing 750 or less. That's govt.'s new definition for official use in its small business programs, military procurement policy, etc., as outlined in new definitive listing of 452 industries. The 750-employe limit is same one applied to industry by RTMA small business committee (Vol. 7:38).

Until Commerce Dept. released list this week, Govt. had arbitrarily classed all firms with 500 workers or less as small business. In new listing, definition of small business ranges from 100 to 2500, depending on pattern within each industry. These small business classifications are among those listed in "electrical machinery" category: Electrical appliances, 500; communication equipment, 400; electrical measuring instruments, 750; phonograph records, 300; telephone & telegraph equipment, 2500; transformers, 1000; electronic tubes, 750.

Note: Small Business Conference at 10 a.m., Wednesday, Nov. 14, will be one of highlights of RTMA's 3-day industry conference in Chicago's Hotel Stevens, Nov. 14-16. RTMA president Glen McDaniel and small business committee chairman A. D. Plamondon Jr. (Indiana Steel Products) will report on program to increase subcontracting of large military orders. Meanwhile, in Washington, new Small Defense Plants Administration is shaping up under direction of Telford Taylor who this week appointed John E. Horne deputy administrator and James M. McHaney general counsel. Horne has been assistant to Sen. Sparkman (D-Ala.), chairman of Senate Small Business Committee; McHaney is Little Rock, Ark. attorney who served under Gen. Taylor during Nuremberg war crimes trials.

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Motorola adds 14-in. "portable" at $199.95 to line, in wood cabinet covered with tan simulated leather and equipped with dipole antenna. Other new sets: 20-in. mahogany table $279.95, blonde $299.95; 20-in. mahogany console $339.95, blonde $359.95; 17-in. mahogany combination $399.95. All prices include excise tax, all sets available with built-in uhf tuner unit at $40 added, or uhf channel adapter can be purchased as accessory for $49.95.

TV "$1 sales" came under Federal Trade Commission scrutiny this week. FTC charges newspaper ads of Electrical Center, Washington retailer, falsely state that any purchase of TV, radio or appliance at regular price entitles customer to buy another article "of same kind and value" for an additional dollar. FTC says the $1 articles were of "much less value and price than the ones purchased at regular price." Hearing is scheduled Dec. 18 in Washington.

Philadelphia Electrical Assn. reports that, in area covered by Philadelphia TV stations, 141,200 TVs (18 major brands) were sold at $46,817,270 retail value (not including installation) during first 9 months of 1951 vs. 265,885 valued at $73,858,067 same 1950 period, down 37%. Average 1950 price was $347 per set, 1951 price $331. Improvement in sales was indicated by fact they were down 47% in September from same month last year, whereas they were down 78% in August, 82% in July.

Canadian RTMA reports 24,643 TVs sold for $13,035,118 during first 9 months of 1951, inventories totaling 17,936 units as of Sept. 30. Toronto-Hamilton area took 38% of nine months sales, Windsor 37%. September sales jumped sharply, with 3286 units sold for $1,726,977, compared with 964 in August (Vol. 7:41); Toronto-Hamilton area took 51% of Sept. sales, Niagara Peninsula 22%. Over-all cumulative total (from start of count) came to 62,466 valued at $29,311,701.

Mallory offers all-channel uhf converter, built around continuous "Inductuner," in ads playing up fact that it "can be connected to *any* TV receiver—by the owner, easily, in a matter of minutes."

Trade Personals: Lt. Gen. Harold L. George, ex-chief of Air Transport Command, now v.p. & gen. mgr., Hughes Aircraft Co., major electronics contractor which recently joined RTMA, has been invited to sit in with RTMA board at meeting Nov. 16, windup of Nov. 14-16 industry conference at Hotel Stevens, Chicago . . . L. E. Osborne, Westinghouse v.p. in charge of manufacturing, named to new post of executive v.p. in charge of defense products; Tom Turner, labor relations v.p., adds Mr. Osborne's former manufacturing duties . . . Robert T. Pennoyer, mgr. of GE's Buffalo tube works, named mgr. of new tube dept. advanced manufacturing section in Schenectady, succeeded at Buffalo by Harry R. Hemmings, CR purchasing supervisor at Syracuse . . . Samuel Olchak, onetime Tele-tone sales v.p., joins Tele King as asst. sales mgr., quitting similar post at CBS-Columbia Inc. . . . Herbert F. Koether, ex-Chicago regional and zone mgr. for Crosley, named to newly created post of mgr., radio sales section, Cincinnati, succeeded by R. L. Baker; Harry E. McCullough continues as mgr., TV sales section . . . Lawrence O. Paul, ex-Armour Research Foundation, named to newly created post of operating mgr., engineering dept., Oak Mfg. Co. . . . T. R. Meyer, from Vineland (N. J.) plant, promoted to director of quality control dept., Kimble Glass Div., Owens-Illinois, Toledo . . . David Gnessin, Ohio field man, promoted to sales mgr., Transvision Inc. . . . C. J. Luten named editor of *Sylvania News*, succeeding Robert A. Penfield, promoted to adv. & sales promotion supervisor . . . Robert Hertzberg, prominent in technical magazine field, has opened public relations offices at 2512 Eighty-fourth St., Jackson Heights, N. Y., initial clients being Insuline Corp., Hudson Radio, Transmitter Equipment Mfg. Co. . . . Milton Klein named mgr. of operations dept., KLAC-TV, Los Angeles, handling all commercial traffic, Jack Miller becoming promotion-merchandising director.

IRE 1951-52 election results: Dr. Donald B. Sinclair, chief engineer of General Radio Co. and guided missles expert, president; Harold L. Kirke, BBC asst. chief engineer, v.p.; and directors John D. Raymond, head of electrical engineering dept., U of Illinois; Ernst Weber, head of electrical engineering dept., Brooklyn Polytechnic Institute; Glenn L. Browning, president, Browning Laboratories; Irving G. Wolff, RCA Laboratories; Karl Spangenberg, Stanford U; Alois W. Graf, Chicago patent attorney. The 1952 Zworykin TV prize goes to B. D. Loughlin, Hazeltine, and Morris Liebmann Memorial Award to Dr. William Shockley, Bell Labs, to be presented at annual dinner March 5 in New York's Waldorf-Astoria.

NEDA president George Wedemeyer names following committee chairmen: W. D. Jenkins, Radio Supply Co., Richmond, tube div.; L. W. Hatry, Hatry & Co., Hartford, capacitors, resistors, vibrators, volume controls; V. N. Zachariah, Zach Radio Supply Co., San Francisco, transformers, reactors & coils; Anthony Dybowski, Dymac Inc., Buffalo, replacement speakers, microphones, sound equipment accessories; Al Steinberg, Albert Steinberg & Co., Philadelphia, wire, antennas & accessories; Byron C. Deadman, Northern Radio & Television Co., Green Bay, Wis., tools, metals, chemicals & plastics; Floyd Reason, Electric Product Sales Co., Lansing, Mich., batteries.

CBS-Columbia Inc. announces these new distributors: Callander-Lane Co., Columbus; Lack's Wholesale Distributors, Houston; Maletio Electric Supply Co., Dallas; General Radio & Electronics Co., Wilkes-Barre; Appliance Distributors, Denver; Montana Electric Supply, Billings, Mont.; Electric Supply Co., Albuquerque.

Budelman Radio Corp. formed by Frederic T. Budelman and William Fingerle Jr., ex-Link Radio, to manufacture radio & electronic equipment in association with French-VanBreems, 375 Fairfield Ave., Stamford, Conn.

Mobilization Notes: If you think TV-radio was hit hard by first-quarter materials allocations, consider plight of "less essential" members of civilian electronics industry. Five of the 7 manufacturers of jukeboxes, meeting with NPA, were told Nov. 8 they'll get copper at about 14% of their base period rate, aluminum at 20%, steel at 50%. This compares with about 35%, 35% & 50% for TV-radio. NPA has placed jukebox makers in an essentiality category about equal to manufacturers of advertising signs, pinball machine and venetian blinds.

Jukebox makers said their military orders are few and far between, and they now employ some 2500 workers. Conservation, they maintained, has resulted in "satisfactory rate of production" during fourth quarter, though demand outstrips sales. They estimated 1951 production at 45,000 units vs. 99,000 in 1947 (when there were 13 manufacturers) and 30,000 during 1948's post-war slump. Biggest part of industry's business, they explained, is replacement—there are 400,000 units operating today, requiring replacement at rate of 60,000 a year. Average jukebox lasts 7 years.

Attending meeting with NPA were: Rex Shriver, H. C. Evans & Co.; David C. Rockola, Rockola Mfg. Co.; C. T. McKelvey, J. P. Seeburg Co.; Morris C. Bristol, Rudolph Wurlitzer Co., all of Chicago, and John W. Haddock, AMI Inc., Grand Rapids.

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"Industry assistance clinics," aimed at lessening impact of material cuts on small manufacturers during first-quarter 1952, will be held soon in "a score of cities" under auspices of Munitions Board and DPA. Govt. announcement says these clinics will bring together "small business specialists of the military services, purchasing officials of other govt. procurement agencies, holders of govt. prime contracts and large civilian producers [with] producers of less essential goods whose first-quarter 1952 allotments of copper and aluminum are 20% or less of their base period consumption or whose rate of production will be 50% or less of their former rate."

First mobilization-induced shortage to show definite signs of easing is in plastics. Nov. 7 *Wall Street Journal* survey reveals current oversupply of some types that were once very tight. Easing is attributed to "huge increase in supplies of most types [and] some demand drops, brought on in part by the slowdown in consumer goods sales." Polystyrene, most seriously short plastic just after Korean war broke out, is now in relatively plentiful supply. It's used in TV sets and cabinets, refrigerators, other appliances hit by market doldrums. American Phenolic Corp. v.p. C. V. Wisner is quoted that "he's now getting deliveries in 3 weeks of recently precious polystyrene. He opines that much of the easing is due to the TV set sales slump. TV sets use important amounts of styrenes."

Dutch electronics industry is ready to handle allied defense orders, says New York *Journal of Commerce* in Nov. 7 Hague-dated story. Article states Netherlands in 1952 will have capacity to produce more than $500,000,000 worth of military goods for western defense, sizes up electronics picture thus: "The Dutch electronics industry, concentrated in 2 of the world's most modern firms, is already producing for defense. What proportion of its output potential is being used cannot be reported. However, it was said, Holland could even now take orders for 'tens of millions of guilders' [guilder equals about 26¢] worth of electronic equipment and deliver very quickly."

Scores of materials and products were added this week to list of items covered by anti-hoarding legislation (Vol. 6:52). NPA Notice 1 was amended to include electronic tube components, selenium, silicon, shipping containers and many chemicals and other items.

Electronics Miscellany: Sylvania's president Don G. Mitchell reported unfilled orders of about $80,000,000 in address this week before Boston Ad Club, saying October billings on govt. orders ran 25% of total and rate is likely to go up to 50% by year's end . . . **Collins Radio,** of Cedar Rapids, Ia., now producing electronics gear in new 25,000 sq. ft. plant in Dallas, has another 50,000 sq. ft. plant there due to be ready in about 6 months . . . **Sierra Electronics Mfg. Co.** completes construction Dec. 15 on $70,000 addition (9600 sq. ft.) to plant at San Carlos, Cal., handling $2,000,000 govt. contract . . . **Air Research Mfg. Co.,** making electronics controls for military aircraft, planning $700,000 addition to plant at Phoenix, Ariz. . . . **Allis-Chalmers** sets up new power dept. to include electronics production, puts R. M. Casper, ex-head of its electrical dept., in charge . . . **GE** electronics div. announces it will use 2 buildings and part of third at Bridgeport (150,000 sq. ft.) for military electronics work, employment at 3 locations to reach 1000 by next fall.

Gist of NPA's new machine tool orders (M-41 & M-41A) as they apply to TV-radio industry: No manufacturer who has lower rate of production than he had in first-quarter 1951 may buy new machine tools, except to replace worn-out units. Companies operating at govt.-authorized production rate higher than first-quarter 1951 are eligible for priority ratings to buy machine tools.

Dr. Gaylord P. Harnwell, chairman, U of Pennsylvania physics dept. and World War II director of U of California division of war research, Navy radio & sound laboratory, named chairman of committee on ordnance of Defense Dept.'s Research & Development Board.

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Material shortages plague British TV-radio industry, too. Commerce Dept's *Foreign Commerce Weekly* reports potential TV shortage there as "material shortages make it unlikely that [1951] production will exceed last year's 600,000," far short of British manufacturers' goal of 900,000. Article notes that "many dealers have waiting lists for the most popular brands despite the 66⅔% purchase tax." Same publication says BBC collected £1,527,884 in £2 TV licenses, £11,546,925 in £1 radio licenses year ending March 31. There were 897,000 TV sets in use in Britain as of June 30 (Vol. 7:39).

Four leading Chicago TV-radio parts makers—Matt Little, Quam-Nichols; Asher Cole, National Video; Robert O'Reilly, Oak Mfg.; Seymour Rothschild, Edwin I. Guthman Co.—are quoted in Nov. 8 *Retailing Daily* interviews as indicating that materials shortages have not depressed their production and that shortages will not be greatly felt until after the first quarter of 1952, if then.

Picture and receiving tube sales continued up in September, RTMA reports. Former totaled 294,951, virtually all rectangular 16-in. or larger, valued at $6,138,517—compared with 210,043 in August. Year's total to Oct. 1 was 3,146,173, worth $78,852,954. Receiving tubes numbered 27,946,193 in September, compared with 23,761,253 in August, bringing year's total to 280,795,338. Of September sales, 16,176,604 were for new sets, 7,363,721 replacement, 2,836,988 export, 1,568,880 govt.

Gates Radio's plans for TV transmitters includes what company believes to be "hot" uhf developments, apparently involving klystron or similar tube. Both vhf & uhf transmitters, plus associated equipment (cameras to come from other manufacturers), will be offered, no orders being taken yet.

Another community antenna in works is one for Laconia, N. H., 100 miles from Boston. Newly-formed New Hampshire TV Corp. is backed by local businessmen, including Arthur H. Rogow, former Eversharp president now operating local appliance and bottled gas business.

NO DELAY IN freeze-end, despite this week's extension of "paper" allocation hearing from Nov. 26 to Dec. 17 as result of Mexican border agreement (Vol. 7:43). That's what FCC members insist. Commission issued notice (FCC 51-1109) which gives parties opportunity to comment on Nov. 21, counter-comment Dec. 5, file briefs Dec. 17.

Reason no hold-up is expected, commissioners say, is that: (1) Relatively few comments are expected. (2) FCC will take up other parts of country first in its deliberations on final freeze decision.

Parties aren't precluded from recommending changes in allocation, fixed as result of executive agreement between U. S. and Mexico, but commissioners shudder at thought of trying to renegotiate second agreement, fearing another months-long talkfest. Border allocation is final, but it isn't expected Mexico would object to intra-U. S. changes which would clearly not affect Mexican stations.

Only place U. S. is hurt, though it gains elsewhere, is in loss of Channel 3 from San Diego. And there, it affects educators primarily, since they lose vhf channel FCC proposed to reserve for them.

Some attorneys are irate, however, asserting agreement doesn't take into account "paper" hearing comments laboriously and expensively prepared. Further, they say, FCC invites more comments now all right, but gives almost no assurance comments will mean anything—since agreement is "final."

FCC's notice includes table of allocations for cities 250 miles each side of border, repeating State Dept's list. Note: All cities undergoing changes were listed in Vol. 7:43. Pages 54-60 of *TV Factbook No. 13* should be corrected accordingly, bringing entire table up to date.

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Objection to ABC-United Paramount merger and petition to intervene in hearing starting Jan. 15 (Vol. 7:21, 44) was filed this week by Gordon Brown, owner of WSAY, Rochester, and perennial gadfly of the networks. "To allow the consolidation of the Paramount Pictures Inc. [sic] with the American Broadcasting Co.," he says, "would seriously affect the ability of WSAY and hundreds of other stations to compete with such a combination in the field of television much less the field of radio broadcasting . . . The petitioner has documentary evidence to prove the above statements . . ." Brown says ABC has restrained WSAY from doing business with national advertisers, depriving station of "several millions of dollars in revenue and has caused WSAY well over $100,000 in out of pocket losses." He says he has spent some $30,000 in prosecuting ABC for violations of anti-trust statutes. Brown's station was onetime affiliate of ABC and MBS, now is independent. Whether FCC will permit him to intervene is problematical. Last week it assigned veteran examiner Leo Resnick to conduct Paramount hearing, and Hearing Div. chief Fred Ford will probably be FCC counsel.

Battle over uhf between Humboldt Greig's WHUM & *Eagle-Times*' WEEU, Reading, Pa., continues (Vol. 7:33, 38, 43). Latter this week filed supplement to its petition asking that WHUM's application for experimental uhf station be denied or set for hearing. Latest brief says: (1) WHUM is still either negligent or deceitful regarding ownership and financing. (2) Since WHUM's uhf transmitter wouldn't be delivered until second quarter 1952, freeze will probably be over by then and commercial uhf stations could supply data WHUM proposes to gather.

Total TV applications rose to 453, of which 20 are uhf, with filing this week by Tarrant County TV Co., Ft. Worth, Tex., for uhf Channel No. 20; WOSH, Oshkosh, Wis., for uhf Channel No. 48; Booth Radio for Lansing, Mich., seeking Channel No. 10. [For further details, see *TV Addenda 13-R* herewith; for listing of all applicants to date, see *TV Factbook No. 13* and Addenda to date.]

College football attendance increased 5% during first half of 1951 season, Associated Press reported Nov. 6 on basis of 89-school survey, crediting NCAA's controlled TV experiment and good weather. AP said same schools surveyed showed 2% decline at same time last season, "with TV catching the blame." Survey showed Eastern schools registering 14% increase, South and Far West 6% each, Midwest same as last year, Southwest down 3%. NCAA yielded to public pressure this week, permitted big Nov. 10 Notre Dame-Michigan State game to be televised in 2 cities not scheduled to receive it—Detroit and Washington. Washington was to have been blacked out Nov. 10, but since no games were being played that date in Capital area, NCAA heeded howls of fans, moved blackout date up to Nov. 17. Washington protest campaign, incidentally, was led by *Washington Post*, which with CBS owns WTOP-TV. Success of this drive resulted in game's being shown on NBC's WNBW. Rebellious U of Pennsylvania coach Francis Murray, who went along with NCAA plan reluctantly and under pressure (Vol. 7:23, 29), let loose blast Nov. 9, called whole program "a ban," said that Detroit incident proves it's doomed, that NCAA had no authority to do it and "even if it were legal it's unwise."

Judge Justin Miller, NARTB chairman and general counsel, was appointed chairman of the Salary Stabilization Board Nov. 8, sworn in next day, succeeding Dr. Raymond B. Allen, who returns to presidency of U of Washington. Judge Miller was "drafted" on part-time basis by economic stabilizer Eric Johnston, continues his NARTB duties. He presides over 5-member board with jurisdiction over pay of executive, administrative, professional and outside sales employes under stabilization program.

Baptist FCC chairman Wayne Coy addresses Radio Commission of Southern Baptist Convention during conference on TV's possibilities for religious programming scheduled for Nov. 27 at Washington Baptist headquarters, 1628 Sixteenth St. NW. Also on tap for all-day session: CBS's Dr. George B. Crothers, NBC's Davidson Taylor, DuMont's James Caddigan, AT&T's W. H. Harrington, RCA's Julius Renhard, Dr. Percy Crawford, director of ABC-TV's *Youth on the March*.

W. L. Gleeson's Broadcasting Corp. of America, operator of KPRO, Riverside, Cal., and 3 other California AMs, subject of petition in bankruptcy filed in Los Angeles Federal court last week as result of foreclosures forced by noteholders. Financial troubles were said to be due to costs incurred by Gleeson in prosecuting application for TV, its Channel 1 grant having been deleted when that channel was taken away from TV. Gleeson is still applicant in Riverside (Channel 6) and San Jose (Channel 13).

Buffalo-Toronto microwave link will go into service in 1952, "to coincide with the opening of Toronto's first TV station," according to AT&T, which this week received FCC authority to add Canada-beamed antennas to its Buffalo station. Canadian Bell is now building microwave station at Fonthill, Ont., 23 miles from Buffalo, 41 miles from Toronto, plans 12 more eastward from Toronto to link Montreal in 1953.

Easing of TV-FM-AM station operating requirements regarding indicating instruments was proposed by FCC this week in Public Notice 51-1100. Proposal would amend FCC standards to permit stations to operate up to 60 days without monitoring or indicating equipment, without obtaining prior permission from Commission. Extensions may be obtained by informal request of FCC engineer in charge of district. Comments may be filed until Dec. 3, counter-comments and briefs until Dec. 18.

Canada's govt.-owned CBC ran defiicit of $1,271,874 for 1950-51 fiscal year just reported. Preceding year's deficit was $243,746.

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MARTIN CODEL's
AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

Television Digest
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THE TV FLEDGLING IS GROWING UP FAST: Multi-million dollar stature of infant telecasting industry, which with TV manufacturing really didn't begin to bloom until several years after VJ-Day, is pointed up by deal closed this week for merger of Stations WOR & WOR-TV into General Tire's expanding TV-radio empire (see below).

Also indicative of growing value of TV, we can now report on best authority that network TV will turn the profit corner this year; that, as if in celebration of NBC's 25th birthday which came this week, it can be revealed NBC-TV as a network will show slight profit margin for 1951 -- this despite belief prevailing in many quarters that network TV, per se, can't be made to pay off. NBC-TV network profit will be entirely apart from its own 5-station operation, very profitable (Vol.7:36).

It's clear now that TV is moving inevitably to No. 1 place among American advertising media; in fact, as Variety spells it out this week (with cautionary note on high cost of time & talent) NBC-TV alone will account for more than $125,000,000 in time-plus-program expenditures by advertisers this year -- thus putting it well ahead of Life Magazine's acknowledged media leadership with nearly $95,000,000.

And CBS-TV can't be far behind, evidenced to a degree in latest financial report (Vol. 7:45) which reflects sizeable TV revenues, if not profits yet.

All that's to the good -- but there's also "the larger picture," the really more vital importance of TV industry as a whole in the economy, the defense & the social-political future of America. For observations of 2 of the industry's great pioneers and industrial leaders, Dr. DuMont and Gen. Sarnoff, we commend your attention to stores on pages 3 & 7, respectively. Truly, "we ain't seen nothing yet."

WOR-O'NEIL STATION DEAL BIGGEST EVER: R.H. Macy's WOR & WOR-TV will be merged into General Tire's expanding TV-radio subsidiary, Thomas S. Lee Enterprises Inc., in the biggest station deal on record.

Actually, the big dept. store firm is disposing of its pioneer New York TV and radio stations for $4,500,000 in cash or other assets -- plus 25-year lease on their studio-transmitter properties at $315,000 a year -- plus 10% stock interest in Thomas S. Lee Enterprises Inc.

Details were being worked out by principals this week, preparatory to filing with FCC next week for transfer authority. These are the basic facts:

(1) The $4,500,000 price includes estimated $650,000 in net quick assets, along with WOR Program Service Inc. (recordings, talent, etc.) valued at $1,200,000. Lease of physical properties embraces 2 transmitter sites (including WOR-TV's tall "Eiffel Tower" transmitter overlooking New York area from Hudson Palisades and built at cost of about $250,000) -- plus new studio building between Broadway & Columbus and 66th & 67th Sts., recently completed and costing about $2,500,000. In lease are purchase options starting at $4,600,000, reducing progressively over 25 years.

(2) Sparkplug and boss of burgeoning new TV network project -- and of likely concomitant revamp of Mutual Broadcasting System -- is 36-year-old Tom O'Neil, son of

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president of General Tire and head of Thomas S. Lee Enterprises Inc. Its operating divisions now are Yankee Network (operating a regional radio network in New England and owning Boston's WNAC-TV and 4 radio stations) and Don Lee Division (operating Pacific Coast network and owning Los Angeles' KHJ-TV & 3 California radio stations). WOR & WOR-TV will probably comprise new New York Division, headed by present president Theodore F. Streibert and retaining present personnel.

(3) Upon Tom O'Neil also rests the destiny of Mutual Broadcasting System, of which he's board chairman and for which he has long envisioned change to "less mutual" type of corporate setup (see Vol. 7:41). In still-unresolved O'Neil TV network plans, he might want to make it adjunct of MBS; he starts out with nucleus of 3 well-placed outlets plus reasonably certain affiliation of Chicago Tribune's WGN-TV.

* * * *

Though Macy's president Jack I. Straus told stockholders this week that capital gain, after taxes, amounts to more than $1.50 per share of Macy's stock (of which 265,600 shares of preferred & 1,719,354 shares of common were outstanding as of fiscal year ending last July 28), it's plain that 10% partnership with General Tire is the most valuable asset acquired.

Value of the 10% is impossible to calculate as yet, hinging on destiny of TV and radio, but all of General Tire's radio stations are money makers, its Boston WNAC-TV is profitable, its Los Angeles KHJ-TV is reducing its losses steadily, and WOR-TV is supposed to be emerging from the red. WOR-AM has always been good earner. Certainly, total deal involves far more than record $6,000,000 CBS purchase price for Chicago's WBKB involved in pending ABC-United Paramount merger (Vol. 7:21).

Mr. Straus and Macy v.p.-treasurer Edwin F. Chinlund go on board of Thomas S. Lee Enterprises Inc., whose name probably will be changed.

It's second TV station Macy's radio subsidiary founded and sold, the first having been Washington's WOIC (now WTOP-TV), which Washington Post with 55% and CBS with 45% of stock bought for $1,400,000 cash (Vol. 6:25). Reputed profit was somewhere between $400,000 & $500,000.

General Tire bought Yankee Network from John Shepard interests, then bought Don Lee Network from estate but sold Don Lee's TV station KTSL (now KNXT) to CBS for total considerations of $3,600,000 (Vol. 6:52). Early this year it bought KFI-TV (now KHJ-TV) for $2,500,000 (Vol. 7:23,32,36).

Since O'Neil group already owns 7 AM stations, limit permitted by FCC, it will dispose of one of them in order to be able to take over big WOR. To be sold is WICC, Bridgeport, which operates with 1000 watts day, 500 night on choice 600-kc channel. Purchaser is Philip Merryman, now operating Bridgeport daytimer WLIZ, who will pay $200,000 for the Yankee outlet.

TV TAPE RECORDING DREAM MATERIALIZING? A TV program on tape -- long-sought goal of entire TV industry -- apparently took long step toward reality this week. Engineers of Bing Crosby Enterprises actually showed such pictures, albeit of very low definition, to press in Hollywood Nov. 11.

Industry engineers voiced usual caution, but everyone's hoping day may not be far off when today's clumsy, low-quality, expensive kinescopes will be thing of the past, and tape does for TV what recordings did for radio -- enhancing program quality and giving networks much-needed flexibility.

Indicative of importance of such development is fact that RCA's chairman David Sarnoff, only a few weeks back (Vol. 7:39), made it one of 3 major projects he wanted his labs to perfect in next 5 years.

* * * *

Feat was accomplished by chief engineer John T. Mullin and assistant Wayne Johnson, got big play on the news wires. Reached by phone, Mr. Mullin said he wasn't free to release many technical details, but he did say this much:

(1) Definition is ½-mc, compared with the standard 4-mc TV picture. This would mean only about 40 lines of horizontal definition, compared with normal 320 or so. United Press reporter wrote that images were "blurred and indistinct." But

some 6 months' development should bring picture up to acceptable quality, certainly surpassing kinescopes, Mr. Mullin said.

(2) Ordinary ¼-in. audio tape is used, running at 100-in. per second instead of normal 15-in. per second for sound only. For greater definition, approximately 1-in. tape will be employed.

(3) "Multiplexing" is key to technique. Mr. Mullin wouldn't elaborate, added that patents have been filed.

(4) Transient and linearity characteristics are already superior to those of kinescopes. "Gradations between black and white are better," says Mr. Mullin.

(5) Recording and playback equipment will be cheaper, simpler, more flexible than film and kinescope gear.

(6) All electronic equipment is housed in single 6-ft. panel that "sorts, weighs and classifies" the TV signal.

(7) Showings in East aren't planned until greater quality is achieved.

* * * *

Potential of tape in improving pictures was put this way by Gen. Sarnoff:

"Today when a TV program is recorded, the pictures pass from the camera through a major portion of the TV system and first reproduce the picture on the face of a kinescope. Another and special camera placed in front of the kinescope photographs the program on motion picture film. But that technique is costly, time-consuming and limited. The pictures pass through all the possible hazards of the TV system, then through all the photographic process with its possible degradations."

Whether Mr. Mullin's 6 months estimate is accurate or not, everyone says "more power to him." RCA's research v.p. Dr. Elmer Engstrom said: "This is news to me. I have no idea what they have there. This has been the sort of development that I've felt might be expected in 2 or 3 years."

Perhaps those first 40 lines of resolution will look like a snap when compared with next 280. But even if the resolution produced is no greater than that of kinescopes, tape will have tremendous advantages over kines.

Tape recording isn't first non-film TV recording, historically. England's famed TV pioneer, J.L. Baird, put pictures on phonograph records in late 1920's, was followed by many American TV engineers, including GE's Ray Kell (now RCA), Jenkins' Albert Murray. Pictures were little more than outlines, of course, being made from images composed of 30-50 vertical lines.

Mr. Mullin is 1936 graduate of U of Santa Clara, worked for Pacific Telephone & Telegraph Co. in San Francisco 1937-41, served as Signal Corps major, became chief engineer of W.A. Palmer Co., San Francisco (industrial & training films) -- before joining Bing Crosby's outfit.

FREEZE-END—'IF WE DON'T GET FOULED UP': The one man in the TV manufacturing and telecasting industry who has never feared to speak out plainly and sometimes sharply -- Allen B. DuMont -- let loose a few more broadsides this week at community dinner celebrating 20th birthday of his company and adoption of slogan "Passaic, Birthplace of Television" because of Dr. DeForest's and Dr. DuMont's pioneering work there.

Hater of sham, impatient with govt. bureaucracy, fearless of reprisal from Washington, Dr. DuMont began by pointing out that the "fledgling TV" as yet has only 108 stations in 63 cities serving less than half the nation's area; in 40 cities, he pointed out, there's no freedom of program choice because only one station exists.

"This limitation of TV's opportunity to grow, expand and serve the whole country and all its people," said Dr. DuMont, "is the product of a 'freeze' imposed by the FCC. There is no longer any justification for continuation of the freeze. There has been more than ample time for establishment of engineering standards and proper station spacings." Then, having in mind no doubt the specious color issue that's responsible for good 2 years of the now 38-month-old freeze:

"There are indications now that, if we don't get fouled up in more bureaucratic red tape and delays, the freeze may be lifted within a few months.

"When the thaw comes, TV will be started in earnest on its road of destiny;

within the next 20 years, we shall see hundreds of TV stations spread all over the country with millions more receivers in a large percentage of the homes of every community, large and small."

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Then Dr. DuMont ventured on some political observations, expressing publicly what good part of TV industry says and thinks privately. He thinks potential of TV as "great force to serve America and mankind" must yet be realized. Already, he noted, in crime hearings and political campaigns, it has displayed "an unerring ability to sift insincerity and demagoguery.

"Already the politicians -- high and low, at the local level and at national level -- are wondering and planning. They are planning to avoid or make use of its unerring ability to distinguish the demagogue from the statesman.

"During the past 20 years we have witnessed a rapid encroachment by our Federal government on the rights of the individual, the community, the state. We have seen controls piled on controls as bureaus were piled on bureaus.

"Phony economic theories have been projected for the sake of political expediency to lead people to beliefs that the world owes them a living and they can collect it from the Govt., or that we can have more by producing less...

"We hear much about a manpower shortage these days, and of measures to conserve. But in Washington the needless bureaus are still employing people by the hundreds of thousands to twiddle thumbs or perform unnecessary duties. Back here on the industrial front, we are forced to consume an unnecessarily high percentage of our time, efforts and manpower on red tape and paper work for the Govt., which Govt. in turn uses as justification for employment of more manpower.

"I cannot help but wonder how much longer TV would have been getting here if those of us who worked on its development had been compelled in those early days to pay as much paper work tribute to bureaucracy as we do now...[I] wonder whether TV would not have weeded out for the voters those who have imposed this creeping socialism on us [and I] wonder what's in store for us next year and in succeeding years when the honesty of TV is put to work in earnest in the cause of good, clean, honest govt. and a return to the fundamentals of the American enterprise system.

"TV at its efficient best could fill our halls of Congress with statesmen, and our state & local offices with men whose greatest desire is to serve the public interest and welfare...The real big role that TV is to play in our lives is in the making...Do not make the mistake of putting it in a fixed category of entertainment. I do not mean to disparage it as an entertainment medium. Entertainment is important and necessary [but] just a part of TV's function and place in our lives."

Personal Notes: Michael R. Hanna, mgr. of Cornell U's commercial radio stations WHCU & WHCU-FM, Ithaca, N. Y., elected FM member of NARTB board of directors, succeeding Frank U. Fletcher, who resigned when he sold his WARL & WARL-FM, Arlington, Va. . . . Hal Hough, ex-program director, WJBK, Detroit, named program director, WJZ-TV, New York, succeeding James Pollak, now ABC-TV Midwest program director . . . Neale V. Bakke promoted to sales mgr., WTMJ & WTMJ-TV, Milwaukee . . . Bert Lown resigns as v.p. of Muzak Corp. and gen. mgr. of its Associated Program Service, to join CBS-TV station relations . . . Charlotte F. Stern resigns as DuMont Network adv.-promotion director . . . James C. McDowell, recent Harvard graduate, former Florida radio announcer, joins Washington law firm of Arthur W. Scharfeld . . . Elaine H. Samuels named TV-radio director, C. J. Herrick Associates . . . Charles R. Abry promoted to Eastern sales mgr., ABC-TV network; Rupert Lucas to mgr. of ABC-TV program sales . . . Samuel F. Jackson, ex-WPIX, joins Avery-Knodel Inc. TV dept. . . . James A. Ward, v.p. & gen. mgr., Crossley Inc., research, has established own research firm, J. A. Ward Inc., 8 W. 40th St., N. Y. . . . Howard H. Ball, ex-WMAL & WMAL-TV, named executive asst. to Thad H. Brown Jr., TV director, NARTB.

FCC Chairman Wayne Coy as successor to Eric Johnston, resigning head of Economic Stabilization Agency, was rumor that had many Washington newsmen buzzing at week's end. Story was first published in Scripps-Howard newspapers Nov. 17. Coy's comment to us: "If there's a rumor of that kind, identify the source of it and print it and do whatever you want with it—that's my comment." At defense mobilizer Charles E. Wilson's office, under which ESA functions, it was stated Coy's name had not come up, and that at least one nationally known business man was still considering taking job which Johnston quits Dec. 1 to return to presidency of Motion Picture Assn. Appointment must be made by the President, confirmed by Senate. Recurring rumors of Coy's departure from FCC are predicated mostly on his known desire to go into private business, though he has turned down several offers—among them one to handle TV-radio for Ford Foundation under Paul G. Hoffman. That came last spring while he was being considered for reappointment as FCC chairman, which he chose to accept because (he told friends) it meant "vindication" of his policies, particularly during heat of color imbroglio. Of course, if Democrats go out of power in national elections next year, new FCC chairman will be named—though Coy's 7-year term would permit him to stay on Commission as member.

EIDOPHOR-CBS color theatre TV, sponsored by 20th Century-Fox, underwent another inspection in Zurich Nov. 12 (Vol. 7:41). This time, 20th's president Spyros Skouras took along group of VIPs, including his theatre-operating brothers Charles and George, GE's Dr. W. R. G. Baker, CBS's Dr. Peter Goldmark, Paramount TV executives and operators of U. S. and foreign theatre chains.

Thus, color-TV competition shifts from home-TV to theatre-TV front for the moment—with RCA's color theatre TV having been favorably received (Vol. 7:41) and Paramount announcing it has color version of its delayed-film theatre-TV system in the works (Vol. 7:43).

"A real technical advancement," was Dr. Baker's comment, according to AP. "Probably the most outstanding theatre-TV system in the world [because] there is no limit on the light that can be pumped through the unit." GE is scheduled to make studio equipment, perhaps all equipment, for the system.

Charles Skouras reacted by rushing out and sending following wire to all Theatre Owners of America members:

"With inspired enthusiasm and a profound pride in our industry I want you to know that the 20th Century Eidophor with CBS color which I saw tonight surpassed in definition and life-like portrayal anything that I have ever seen before on the screen. Tonight's presentation was an epic in my life and I know it was an historic moment in our industry. Eidophor can be projected on any size screen with any length of throw. The color is real, actual with all the delicate shadings of life and sparkles with animation. Its magnetic radiance and dimensional depth will recapture the patrons we have lost and bring millions of new theatre-goers to our showhouses.

"An audience of scientists, press and industry members stood triumphant to shower what seemed endless applause when demonstration concluded. Am certain 20th Century Eidophor with CBS color opens new vistas in entertainment as vast as the advent of the first talking picture."

First U. S. demonstration is still scheduled in New York sometime in December, said Spyros Skouras, but his hopes for 150 color-equipped theatres by April (Vol. 7:41) appear to be fading. He says that material shortages make previously-planned Feb.-March production dates doubtful.

Some TV engineers have fingers crossed on Eidophor, believing it too complex for day-to-day operations out of the laboratory. They also point out that pictures shown in Zurich are wide-band, will lose considerable definition in network transmission. One engineer says he has experimented with system, and goes so far as to predict: "I'll bet they don't make another unit." Others, like Dr. Baker, are greatly impressed by system's potential for almost unlimited amounts of light, since its light source is an arc rather than phosphors.

Network Accounts: Major one-shot sponsorships reported by NBC-TV: Reynolds Metals Co. (aluminum), simulcast of *Arturo Toscanini & NBC Symphony* Dec. 29, Sat. 6:30-7:30; Allis Chalmers Mfg. Co. (farm equipment), annual *International Livestock Exposition* from Chicago Nov. 27, Tue. 3-4; F. W. Woolworth Co. (5-&-10 chain), using TV first time, *Tournament of Roses Parade* from Pasadena Jan. 1, just preceding Rose Bowl game sponsored by Gillette . . . Johnson & Johnson (surgical products), planning one-hour Christmas Day show, on TV network to be announced, featuring Walt Disney films . . . Burlington Mills (Cameo hosiery) after Jan. 1 to sponsor twice weekly 15-min. *The Continentals*, featuring Renzo Cesana, on network to be selected, thru Morey, Humm & Johnstone . . . Goodyear Tire & Rubber Co., on Dec. 2 & 23, will present *The Greatest Story Ever Told* on ABC-TV, Sun. 7-7:30; stories will be on film and will be sponsored as public service, with identification of sponsor only . . . General Tire & Rubber Co., pleased with results during last World Series, has signed to sponsor *Dizzy Dean* interviewing series stars 15-min. before each game during 1952 & 1953 World Series on NBC-TV; agency is D'Arcy Adv., St. Louis . . . Lever Bros. (Rinso) starts simulcast on CBS-TV Jan. 7 of 10:15-10:30 segment of *Arthur Godfrey's* morning radio show on CBS radio network, Mon.-thru-Fri., 10-11:30 a.m. . . . Reynolds Metals Co. (aluminum products) now sponsors half-hour weekly of *Kate Smith Evening Hour* on NBC-TV, Wed. 8-9, buying time dropped by Congoleum-Nairn after initial 13-week sponsorship . . . Bendix Home Appliances, Div. of Avco Mfg. Corp., starting Dec. 5 will share alt. week sponsorship with C. A. Swanson & Sons (frozen poultry) of *The Name's the Thing* on ABC-TV, Wed. 7:30-8, both thru Tatham-Laird Inc., Chicago . . . R. J. Reynolds Tobacco Co. (Cavalier cigarettes) reported readying sponsorship of *My Friend Irma* to start Dec. 15 on CBS-TV, Sat. 9:30-10, during time being vacated Dec. 8 by American Safety Razor Co.'s *The Show Goes On;* agency for Cavalier is Wm. Esty Co. . . . RCA Victor will present *Ezio Pinza* on its yet unnamed new show (Vol. 7:43) on NBC-TV, Fri. 8-8:30 starting Nov. 23; after New Year, *Dennis Day* will alternate weekly with Pinza in his own show from Hollywood.

Station Accounts: Kroehler Mfg. Co., world's largest furniture maker, ventures into TV for first time with *Clifton Utley & the News* on WNBQ, Chicago—its adv. mgr. Larry Keller announcing that "if this test comes up to our expectations we will extend TV advertising to other important markets." First product plugged is "Sleep-or-Lounge" sofa bed. Agency: Henri, Hurst & McDonald, Chicago . . . Remington Rand buys *John Wingate* news program Mon. 9-9:05 p.m. and Wed. preceding boxing bouts on WOR-TV, New York, thru Leeford Agency . . . Spiegel Inc., large Chicago mail-order house, makes TV debut with *Test Lab* on WGN-TV, Chicago; show simulates testing lab and offers advice on judging and buying of products . . . General Baking Corp. has bought *Hopalong Cassidy* films from NBC-TV for spot placement in 18 markets, starting in January when General Foods drops its NBC-TV network sponsorship, Sun. 6-7, and moves Roy Rogers into that spot . . . Packard Motor Car Co. planning to use TV again in early 1952, thru Maxon Inc., which takes over account Dec. 15; meanwhile, new 1952 models being introduced in big space campaign that started Nov. 14, plus CBS Radio *Red Skelton Show* . . . Utica Club Beer buys weekly *Old American Barn Dance* films from United Television Programs for placement on all upstate New York stations . . . Gillette will sponsor Orange Bowl game on WTVJ, Miami, non-interconnected . . . Among other advertisers reported using or preparing to use TV: E. R. Wagner Mfg. Co. (Wagner Komb-Kleaned carpet sweeper), thru Klau-Van Pietersom-Dunlap Associates, Milwaukee; Colgate-Palmolive-Peet Co. (Lustre-Color hair coloring), thru Lennen & Mitchell, N. Y.; Freihofer Baking Co, (Sonny Boy bread), thru Tri-State Adv., Philadelphia; Interstate Bakeries Corp. (Butternut & Webers bread), thru R. J. Potts-Calkins & Holden, Kansas City, and Dan B. Miner Co., Los Angeles, respectively; Cleveland Welding Co. (Roadmaster bicycles), thru Will Inc., Cleveland (WTMJ-TV); Caryl Richards (Rocket Wave permanent), thru Emerson-Rodgers Inc., N. Y. (WTMJ-TV); Roman Meal Co. (Roman Meal pie crust), thru Guild, Bascom & Bonfigli, San Francisco (KSL-TV); Fratex Fashions, division of Plastic Film Products Corp., thru Buehl & Associates, Akron; Dusorb Sales Corp., Shenandoah, Ia. ("Dusorb" & "For" Cleaner), thru Allen & Reynolds, Omaha.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5. D. C. • TELEPHONE STERLING 1755
Trade Report
November 17, 1951

INDUSTRY CONTEMPLATES 1952 OUTLOOK: Caution is today's byword in the battle-scarred TV trade. Certainly that was prevailing mood among TV and parts manufacturing top-kicks gathered in Chicago this week for RTMA November meetings.

Supplanting last winter's reckless production spree -- and the spring-summer hangover -- is sober realization that, despite fall trade pickup and steady inventory reduction, real prosperity probably isn't just around the corner.

There's still undercurrent of worriment lest current sales stimulation turn out to be purely seasonal and nothing more. If so, what will the traditionally slow first quarter bring?

There certainly aren't enough military orders to fill the gap. Nor are there prospects that, without all-out war, defense production will ever take over any sizeable portion of TV-radio industry's total productive facilities.

As for materials shortages -- that's next year's worry. By and large, the industry hasn't felt them yet. Of course, there are some exceptions -- notably tube and antenna makers, who are feeling various degrees of pinch -- but set makers and most component manufacturers aren't terribly concerned about materials as of now.

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Consensus of TV-radio manufacturers on RTMA board of directors, informally polled Nov. 16, was that industry will produce 4,440,000 TVs, 10,900,000 radios in 1952. Individual "guesstimates" ranged from 3-5,000,000 TVs, some 25% predicting 5,000,000 sets. For radio, range was 7,500,000 to 12,500,000.

Most of these estimates ran considerably higher than NPA's semi-official prognostication of 3,500,000-4,000,000 TVs next year (Vol. 7:44). Queried about this divergence, one NPA electronics official replied: "Maybe we know something they don't know," taking dimmer view of materials outlook than industry does.

But many rank-and-file TV manufacturers in Chicago had feeling that materials won't be limiting factor until well into first, or even second quarter. "Later than that, maybe, if buying lets down after Christmas," was wry comment of one.

Scarcity of materials isn't "clear and present danger" to most set and parts makers because they're still carrying good-sized inventories of materials (as well as finished parts) from third quarter. During first quarter 1952, many expect to have some of their fourth quarter quota left over.

* * * *

Certainly allocations of materials to TV-radio-phono manufacturers for first quarter -- as announced this week by NPA -- gave nobody cause to jump for joy. They're substantially as we reported exclusively several weeks ago (Vol. 7:43-44).

Nearly all manufacturers have now received their allotments, and here's how they average out: All types of steel, 50% of base period use; copper brass mill products, 35%; copper wire mill products, 40%; copper foundry products, 20%; and aluminum, 35%. (For comparison with base period and fourth quarter, see p. 11.)

Base period use was only criterion used in making allotments for TV-radio and other consumer durables. Manufacturers' stated requirements weren't considered.

For component manufacturers, there are no exact percentage figures. Amount of materials they'll get depends on amount of military production. They'll receive 100% of requirements for military items, plus allocation for civilian components commensurate with that received by TV-radio makers.

But most component people, like the set makers, have yet to face the hard facts of real materials shortages. Even more than the TV manufacturers, many of them are more concerned about costly inventories of materials and finished parts, as well as scarcity of orders. This comment we heard in Chicago from a small manufacturer was typical:

"They tell us there'll be materials shortages next quarter. Of course we've heard that story before, and it gets harder to believe each time, but I guess we can't go on living off our fat forever."

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Outlook for large-scale military production is gloomy. Most electronics manufacturers have found the pattern of defense orders vastly different from that of World War II. Generally, there's been little heavy mass production -- and probably won't be under stand-by mobilization program.

One parts maker told RTMA's Small Business Conference that items the Signal corps bought from him in "tens of thousands" during World War II, now are purchased in "dribs and drabs." Another said he's turning out a small electronic component at rate of 500 a day for the military. During last war he produced 25,000 a day.

Military electronic production should level off by July, said RTMA chairman Robert C. Sprague, but level won't be high. He said orders for electronic equipment, except fuses and guided missiles -- and not counting related non-electronic items such as wire, radar trucks, etc. -- are now being delivered at rate of $400,000,000 a quarter. By July, they're expected to reach quarterly rate of $600,000,000.

Increase will be about 50% -- no great upsurge from today's level. As one component manufacturer put it: "No matter how you figure it, 150% of nothing is still nothing."

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Another well-over-100,000 output week was recorded by RTMA statisticians for week ending Nov. 9. Total of 113,264 TVs (2988 private label) was highest since April 20 week (Vol. 7:18), compares with 107,361 week preceding, brings total for first 6 weeks of fourth quarter to slightly over 615,000 -- augurs easy 1,000,000 quarter to add to approximately 4,000,000 first 3 quarters.

Factory inventory was 335,439, down mere 2000 from preceding week.

Radio output fell to 186,996 (79,775 private label) from preceding week's 203,777. Factory inventory was 338,832, up about 7000 units. Week's radios were 110,755 home receivers, 22,067 portables, 54,174 auto.

ELECTRICAL AGE INTO ELECTRONIC AGE: Editors of David Lawrence's U.S. News & World Report got RCA chairman David Sarnoff off on his favorite subjects in one of their famed "staff interviews" published Nov. 9 under caption "What's Next in Television?" Gen. Sarnoff got in some licks on color TV and programs, of course, but real meat of interview came when he was asked, What do you see ahead as the possibility of invention in the line of electronics?

The man who called the turn on the "music box" that became radio and on the TV that is the electronic industry's prodigy, really liked that one. Quoth he:

"I think there's no limit to the possibility of electronics for the future. I think that just as we had a Steam Age, followed by an Electrical Age, we are now on the threshold of an Electronic Age. I think we've crossed the threshold, and many things that are electrified can be electronized."

He went on to suggest electronic household appliances -- that electronic air conditioner, for example, which would eliminate pumps and fans and noise and be cheaper and simpler to operate (Vol. 7:39). He spoke of RCA's Ultrafax, capable of transmitting, via TV-facsimile methods, a whole book in matter of minutes. But most significant, currently, in view of electronics' basic role in defense and industry, were his answers to, What do you see for TV as a military aid?

"I see a great deal...Already the experiments and the tests which have been made indicate that you can see what is going on on the battlefield and what is going on at sea, and you can increase your control of your combat units. And I think that the combination of atomic energy, radar, TV and electronics will revolutionize warfare -- has already done so -- because aviation itself has much use for TV. Electronics represents now a large part of our military machine. In fact, I don't know any part of a military machine that hasn't got some electronics. Even a tank...

"I think electronics opens up a new field applicable to all industry, and there is another important development on the horizon in that field. We have always

thought of electronics in terms of a vacuum tube. It started out first as a detector, then as an amplifier, and finally as an oscillator or generator. Everything that we have done in radio has been built around the vacuum tube. That has been the greatest single invention of the electronic age.

"Lately scientists have discovered that you can get electronics to work in solids as well as in a vacuum tube. We always thought we had to heat a filament and create heat inside a vacuum in order to put the electrons to work. In other words, we had to boil these electrons out of the things that existed inside the vacuum tube before they would do their job.

"Now what the scientists call electronics in solids -- that is, electrons in solid materials -- can also do the job. A crystal called germanium, which you may have read about [see Transistor's Potential for TV-Radio? Vol. 7:39], is able to do what the vacuum tube does as a detector or as an amplifier -- it doesn't yet do it as well -- it's still in the experimental stage but it is being steadily improved.

"Well, now, when you have these electrons working in solids, you don't have to boil them out -- they remain there, and a piece of metal or crystal the size of a shoe button will be able to do what vacuum tubes are doing. Here you have the possibility, despite all the things that we know about tubes and electrons, of even obsoleting the tube itself for some of its present uses.

"You add this discovery...to the possibility of atomic energy in getting radiation from certain materials, and then you open up a field to the imagination which we could never cover in this interview."

Trade Personals: Dr. Vladimir K. Zworykin, RCA Labs v.p. and noted TV inventor, was married in Burlington, N. J., Nov. 15 to Dr. Katherine A. Polevitzky, also Russian-born; she's a bacteriologist with Thomas W. Evans Institute . . . Wm. J. Morlock, ex-OSRD, appointed gen. mgr. of GE's commercial & govt. equipment dept., including TV-radio transmitters and station equipment, etc., headquartering at Syracuse . . . Patrick E. Sullivan promoted to asst. mgr., GE Buffalo tube works . . . Wm. H. Kelley promoted from sales mgr. to president of Motorola Inc., New York, Allan G. Williams being named operations v.p.; Mr. Williams is the son of onetime RMA president, the late Fred D. Williams . . . R. M. Brown named Detroit district sales mgr., GE receiver sales, David Goodhart being assigned to Minneapolis, Francis Haulon to Syracuse . . . Ernest A. Marx, gen. mgr., DuMont receiver sales div., left Nov. 15 for South America to set up distributorships and survey TV situation . . . Wm. Carlin promoted to manufacturing mgr., DuMont CR tube div., succeeding Frank Beldowski . . . Emanuel Weintraub, ex-Garod (Majestic), named commercial service mgr., CBS-Columbia Inc., and aide to sales mgr. R. D. Payne . . . Leo J. Sands, ex-Bendix Radio, named gen. sales mgr., Bogue Electric Mfg. Co., Paterson, N. J. . . . William H. Jarvis named sales mgr. of new N. J. DuMont factory distributorship under mgr. John Hunt . . . O. S. Gerstman, ex-Kaye-Halbert, has formed Gerstman Distributing Co., 414 S. Western Ave., Los Angeles, handling Natalie Kalmus, Cinema and Jackson TVs . . . Ray J. Yeranko, Magnavox TV-radio service mgr., named chairman of RTMA service committee, succeeding DuMont's E. W. Merriam, now on temporary duty as RTMA service mgr. . . . Leigh A. Brite, ex-chief electronics engineer, U. S. Air Force Security Service, named director of research & development, Transmitter Equipment Mfg. Co. . . . Richard H. Schneberger named general service mgr., Crosley, succeeding H. A. Newell, resigned . . . Adolph Ullman, president of Northeastern Distributors, Boston (Zenith) elected a trustee of Brandeis University.

Symposium on "Improved Quality Components" has been scheduled by RTMA-IRE-AIEE May 6-8, 1952, in Washington.

RCA-NBC is showing off uhf Nov. 28-Dec. 1, during NBC affiliates' convention in Boca Raton, Fla., under authorization granted by FCC this week. RCA is installing 100-watt transmitter, 524-530 mc, using tilted directional antenna giving about 6-kw ERP. RCA's Dr. George Brown feels tilted antenna (Vol. 7:19, 37) may prove valuable in providing coverage with small transmitters until high power is available. He says that transmitter with few hundred watts and tilted directional antenna can provide equivalent of several hundred kilowatts over city itself, but that rural coverage naturally suffers. Long-distance tropospheric interference is markedly reduced, he says.

To combat interference problems, notably those involving amateurs and TV, George Turner, chief of FCC's field engineering division, instructed all regional managers to encourage formation of local groups. He cited "The Dallas Plan for TVI" in June *QST*, showing how local group investigated amateurs' interference to TV sets, found RCA receivers among most severely troubled, got quick action by going directly to RCA chairman David Sarnoff. In Dallas, RCA Service Co. engineers promised to correct every RCA set gratis, carried out commitment.

Nov. 1 sets-in-use reported since NBC Research's "census" of Oct. 1 (Vol. 7:43): Greensboro 84,049, up 9549; Memphis 104,129, up 5329; Dallas-Ft. Worth 140,808, up 4808; Utica 56,200, up 3200; Miami 89,300, up 2300; Norfolk 85,742, up 4142; New Orleans 67,817, up 4317; Washington 301,000, up 12,000; St. Louis 327,000, up 10,000; Baltimore 337,687, up 12,687; Cleveland 529,548, up 18,548; Kansas City 157,251, up 13,251; Johnstown 120,000, up 8000; Houston 98,092, up 5192; Syracuse 143,494, up 7494; Boston 803,989, up 16,989.

Use of higher-gain antenna to take advantage of FCC's rule permitting temporary power increases (Vol. 7:30 et seq) is quite rare, most stations electing to wait for end of freeze before making changes. WJAR-TV, Providence, and WBZ-TV, Boston, are first to hike power via new-antenna route. Former is moving from 30 to 50-kw ERP by replacing 6-bay unit with 12; latter is jumping from 15.6 to 25 kw by substituting 6-bay antenna for 3-bay.

Topics & Trends of TV Trade: Belmont has upped prices of 12 of its Raytheon TV models $5 to $32.50, cut prices on 3 others $2.50 to $45—but these are announced as "adjustments designed to eliminate the industry's current practice of marking up parts warranty charges in order to compensate for extremely close or loss prices on receivers." Sales & engineering v.p. W. L. Dunn stated:

"Belmont became the first company in the industry to include the Federal excise tax and parts warranty charge in the suggested retail price of its Raytheon TV line. In the third quarter of this year, many manufacturers instituted the practice of artificially marking up the parts warranty charges to several times its actual cost . . . The practice penalized many dealers because their advertised retail prices could then include only a partial markup.

"Belmont now feels that the public has not been fooled by the industry's current pricing system, which has resulted in confusion and drawn criticism from the OPS." Raytheon distributors have option of advertising suggested retail price either with or without the Federal excise tax and parts warranty included.

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TV servicemen's licensing bill (Vol. 7:39) was passed by 19-4 vote of New York city council Nov. 13. Measure requires licensing of all technicians, service dealers and contractors at fees ranging from $5 to $25, establishes 8-member commission to administer bill and regulate licensing qualifications. Bill's proclaimed aim is to curb abuses in TV servicing "which have victimized the public." Meanwhile, RTMA announced it has engaged RCA Institutes Inc. to write 3-year vocational high school course on TV-radio and 10-12 month syllabus for adult educational institutions, to increase number of qualified servicemen. Courses are being edited by Gilbert Weaver, training director of New York State Board of Education.

Big trade upturn at wholesale level, very little at retail, are registered in Census Bureau's statistics for September. Its *Monthly Wholesale Trade Report* shows TV-radio-appliance distributors' sales increased 41% over August, while their inventories declined 3%. September's wholesale sales, however, were 27% below September 1950, inventories 61% greater than year before. *Monthly Retail Trade Report* indicates TV-radio stores' sales in September were 7% above August, but 23% below September 1950. Appliance retailers' sales inched up 2% from August to September, but were 29% less than same month last year.

TV set dealers and manufacturers during September placed equivalent of 3105 pages of daily and Sunday newspaper advertising of TV sets, reports Advertising Checking Bureau Inc., which adds that since such advertising was checked in only 49 of the TV cities total for U. S. should be "considerably higher" than this average of 2 pages per day per city. For first 9 months of this year, ACB reports 52,741,806 lines, equal to 23,973 pages, devoted to TV set advertising; radio set advertising in same cities ran about 10% of the TV.

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RTMA reports 626,793 TV sets shipped to dealers during September, as against 156,015 in August. Total shipments for first 9 months of year were 3,371,624. Figures are for industry as whole, including non-members; complete report showing 9-month shipments by counties is available from RTMA on request.

Asked to take stand on subscription TV, RTMA board responded to request of its TV committee Nov. 16, named subcommittee headed by president Glen McDaniel to study situation and make recommendation to next RTMA meeting in New York Feb. 5-7.

Gen. Lawrence H. Whiting, president of American Furniture Mart, sees 1952 Winter Mart (Jan. 7-18) more nearly "normal" than any other similar showing since end of World War II; last winter's was "runaway" and last summer's "abnormal," he says. Now, the typical retail store buyer will purchase his actual needs—"and he's going to need goods" because "inventory has been worked down." Now, too, he won't do any "scare buying." Even so, in Gen. Whiting's opinion, "1951 will wind up close to 1950 in dollar sales in furniture and bedding manufacturing, retail and wholesale fields [though] profits for 1951 will be lower . . . occasioned mainly by sacrifices made to get out from under an over-inventoried position, the constantly rising cost of doing business, and higher tax burdens."

A 16rpm record is about to go on market, Nov. 15 *Retailing Daily* reports. Manufacturer is Wagner Research Corp., 150 W. 56th St., New York. First offering is a reading of the Bible by actor Alexander Scourby. President Robert Wagner says company is producing attachment to fit any 33⅓rpm player to sell for $12—including two $1 records. Mr. Wagner says he originally intended to make 14rpm records, but Zenith persuaded him to use 16rpm, since its record players are continuously variable from 16 to 85rpm. He added that Zenith offered aid in exploiting records, but *Retailing's* check with Zenith got only a denial. Mr. Wagner plans to sell 16rpm recorder at $275, with Audio & Video Corp., New York, exclusive sales agents. Note: Ever since Zenith put 16rpm into its player, there has been talk about its going into record manufacturing business itself—talk recurringly heard during this week's RTMA conference in Chicago.

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Trade Miscellany: Erie Resistor Corp.'s month-old strike of 1300 employes ended this week, with granting of 7½¢-an-hour across-the-board wage increase and IUE union shop . . . Argos Products Co., Genoa, Ill., announces new line of leatherette table TV cabinets being ready-cut for Radio Craftsmen, Tech-Master, Philmore and Mattison 16 & 17-in. chassis, also Radio Craftsmen 20 & 21-in.; blank model for other 16 to 21-in. . . . RCA has added "Covington," Model 17T-172, to line—console with half doors, 17-in. rectangular tube, listing at $379.50 in mahogany or walnut, $389.50 in limed oak . . . Muntz TV indicates intention of distributing "closer to the manufacturing center" (Chicago) due to production limitations, so is reported to have halted sales in New York, northern New Jersey and Boston.

Description of transistor, promising vacuum tube substitute (Vol. 7:39), is accompanied by this evaluation in November *Electronics:* "For the first time in half a century the electron tube has a real competitor, with sharp spurs and a disposition to take over. It promises to establish whole new areas of electronic engineering, from computers to telephone switching systems, and it will probably make real inroads in many existing applications, particularly military ones."

Dick Hooper, RCA's peripatetic "ambassador of TV," who has conducted closed circuit demonstrations in Rome, the Vatican, Berlin, Madrid and other foreign points, suggests U. S. leadership in TV gives it one propaganda weapon our enemies don't have. "If we ever occupy another country," he told Philadelphia meeting of American Public Relations Assn. Nov. 14, "the tubes of the TV receivers should be warmed up before the guns cool down."

FM promotion campaign will be conducted in 3 test areas—North Carolina, Wisconsin, Washington, D. C., maybe others—as decided by RTMA advertising committee, set div., at Chicago meeting. Program is joint venture with NARTB and local FM stations, will place heavy emphasis on sports broadcasts available only on FM.

Financial & Trade Notes: DuMont showed loss of $2,062,547, reduced to net loss of $319,547 as result of Federal income tax credit of $1,743,000, for 40-week period ended Oct. 7. Sales fell to $37,537,000 from $52,273,000 for corresponding 1950 period, for which net earnings were $5,018,000 ($2.08 a share). Poor showing for this year was due to decline in TV market, involving heavy losses on sales of excess inventory; losses were practically all in receiver and tube divisions, inasmuch as instrument, transmitter and broadcasting sales were all substantially up.

"At this stage," stated Dr. DuMont in Nov. 9 message to stockholders, "we appear to have the dark picture behind us. Insofar as receiver and tube sales are concerned, they are definitely on the upgrade. Credit restrictions have been eased; the public did not accept the approved color system and the Office of Defense Mobilization halted mass production of color receivers 'for the duration,' thereby dispelling confusion; a thaw of the 'freeze' appears imminent, and we are ready for uhf reception.

"Government contracts on which we are already at work, plus others on which 'letters of intent,' 'notices of award' and 'assignments' have been issued, amount to more than $60,000,000, and negotiations for other products are well advanced . . . We are contemplating substantial improvement in the closing weeks of the year, and expecting a 1952 business volume at least 25% in excess of our high year, 1950. This increase in volume, however, will be at a lower percentage of net profit to sales than in 1950 because of the large proportion of govt. orders."

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Philco sales for first 9 months of 1951 totaled $228,431,000 compared with $229,205,000 for same 1950 period. Net profit after provision of $7,835,000 for Federal and State income taxes was $7,963,000 ($2.18 per share after preferred requirements), vs. $9,877,000 ($2.72) for corresponding period last year when taxes were $9,692,000. Third quarter sales were $57,408,000, net $2,222,000 (60¢), compared with $82,193,000 and net of $4,068,000 ($1.13) for same 1950 quarter. Summer's high factory-distributor inventories have now been depleted, states president Wm. Balderston, and demand for 1952 models is so great that production now is on an allocation basis.

Admiral sales fell to $134,919,187 for 9 months ended Sept. 30 from $166,924,994 for same 1950 period. Net profit was $5,400,158 ($2.80 a share) vs. $13,176,417 ($6.83). Third quarter sales were $31,331,832, net earnings $1,306,735 (68¢). Fourth quarter prospects, said report, appear favorable and satisfactory earnings are anticipated for balance of year.

Muntz TV Inc. reports net earnings of $185,034 on sales of $14,803,243 for 6 months ended Sept. 30. This compares with profit of $446,445 on sales of $10,786,600 in same 1950 period. Quarter ended June 30 showed loss of $7282, so that whole profit came in September quarter. Prospects for second half of fiscal year, said report, "are considerably brighter as a result of a general firming of the TV market."

Davega Stores report sales for 6 months ended Sept. 30 were $13,074,000, compared with $13,095,463 same period last year. Net profit fell to $12,713 from $241,254 in 1950 period. Liquidation of excessive inventories was given as main reason for decline by president H. M. Stein, who added that inventory was reduced by $3,250,000 during the period, loans from banks reduced currently to $650,000 from $2,500,000 on March 31.

Webster-Chicago reports net profit of $368,739 (82¢ a share) on net sales of $13,439,247 for 9 months ended Sept. 30, compared with $1,019,983 ($2.27) profit on $12,980,230 sales in same 1950 period.

Among officers' and directors' stock transactions reported by SEC for September: Dee S. Lenfesty sold 500 Arvin, holds 1000; M. P. Ferguson bought 200 Bendix (August), holds 900; Samuel Paley received 200 CBS "A" as gift, holds 6800 "A," 15,000 "B"; I. James Youngblood sold 800 Clarostat, holds 300; Leo J. Doyle sold 1024 Hallicrafters in September, 600 in August, received 1624 in distribution in May, holds 1463; John S. Timmons sold 4500 Philco, holds 5500; Fred W. Rombach sold 2162 Philco, holds 3166; James T. Buckley sold 2000 Philco, holds 19,987; R. L. Heberling gave 32 Philco as gift, holds 23,800 common, 300 pfd.; Robert H. I. Goddard sold 1100 Raytheon, holds 10,500; Percy I. Spender sold 1000 Raytheon, holds 3; William Gammell Jr. sold 412 Raytheon, holds 14,053. Stanley P. Lovell bought 100 Raytheon (June), holds 500; John J. Smith bought 1000 Sparks-Withington (Aug.), holds 3900; I. M. Olsen bought 300 Sparks-Withington (Oct. 1950), holds 400.

Paramount Pictures Corp. and consolidated subsidiaries report net earnings of $4,205,000, or $1.83 on 2,302,125 shares outstanding, for 9 months ended Sept. 29, vs. $4,571,000 ($1.75 on 2,615,619 shares) same period last year. Third quarter earnings are estimated at $1,373,000 (60¢ per share) vs. $1,745,000 (67¢) for third quarter 1950. Figures include earnings of Paramount's KTLA, Los Angeles. Paramount's revenues from its interest in DuMont and other investments are included in separate statement of net undistributed earnings of partially-owned non-consolidated subsidiaries. This amounts to $170,000 for first 9 months of 1951 vs. $1,127,000 last year, $183,000 for third quarter 1951 vs. $298,000 third quarter 1950.

Westinghouse sales hit record $901,042,000 first 9 months of 1951, increase of 23% over $731,054,000 in same 1950 period, but profits fell to $42,757,000 ($2.67 a share) from $49,079,000 ($3.37). Increased taxes were largely responsible for decline, 9-month tax bill totaling $76,822,000, more than double last year's $37,885,000. During third quarter, sales were $310,480,000, profits $11,193,000 (69¢) after taxes of $31,858,000 vs. third-quarter 1950's $269,323,000 & $21,873,000 ($1.52), taxes of $19,554,000.

Merger of John Meck Industries Inc. into Scott Radio Laboratories Inc. (Vol. 7:40, 43) became effective Nov. 16, each Meck stockholder to receive 1.3 shares of Scott for each share of Meck and Scott's capitalization to be increased to 1,500,000 shares, of which 1,006,185 will be outstanding after completion of exchange.

Standard Coil Products Co., pursuant to underwriting agreement of last July 21 relating to 367,500 shares of common stock, released statement Nov. 15 showing that net sales were $38,324,991 for 12 months ended Sept. 30, net profit $3,388,025 after providing estimated $3,332,127 for Federal income taxes.

Dividends: Hazeltine, year end of $1, payable Dec. 15 to stockholders of record Dec. 1; Indiana Steel Products Co., year-end of 40¢, quarterly 25¢, payable Dec. 12 to holders Nov. 10; Webster-Chicago, 25¢ payable Dec. 20 to holders Dec. 10; GE, 75¢ payable Jan. 25 to holders Dec. 21; Gabriel Co., passed dividend at Nov. 8 meeting (though paid 15¢ each of 3 previous quarters this year).

General Precision Instrument Corp. elects to directorships Howard K. Halligan, partner in Cyrus J. Lawrence & Sons, and Norbert A. McKenna, partner in Reynolds & Co.

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Pre-doctoral fellowship in electrical engineering, valued at $2700 annually, has been established at New York U by RCA to be known as "David Sarnoff Fellowship." This is in addition to resident fellowships it has also made available to graduate students at Princeton, California Tech, Illinois, Columbia, Cornell.

ONE BANKER who takes dim view of prospect of making money out of renting feature films to TV—even when there are many more stations—is George T. Yousling, v.p. of Los Angeles' Security-First National Bank. It's "telepix" or "vidpix", as the theatrical trade press calls those pictures made specially for TV, that will eventually pay off, he thinks. At least, so far as banks are concerned which have underwritten costly feature picture productions.

In foreclosing on 8 independent films, banker Yousling looked deeply into TV potential, found he could realize only about $20-25,000 out of rentals, decided there was more money in them from theatrical runs, even on reissue basis. He came to belief, too, that old pictures aren't good TV entertainment, therefore stress should be on films made expressly for TV. He said:

"Today there are only 14 or 15 video markets where you can get pretty good money for motion pictures. Pittsburgh, for example, is on the [coaxial] cable, and the station there isn't apt to pay high prices for pictures . . . buying [only] for filler programs and consequently they won't pay much. What do you think [a film distributor] could get out of Albuquerque? Probably $50.

"If the major studios should reverse themselves and decide to dump their old pictures into TV, the market will be surfeited, and prices will go way down.

"Telepix are the real answer, the way it looks today. Until now the motion pictures have been the biggest segment in Hollywood, overshadowing radio and TV. I think that with the growth of TV [it] will be a terrific factor, but it will be a healthy change, one which will increase the prosperity of Hollywood and of everyone in the entertainment industry. Look at your TV programs today—it's poverty row. But as time goes on, and with more and more able producers entering the telepix field, it's inevitable that TV will give new life to the entire industry."

The "join 'em" attitude is well demonstrated down Long Beach way, where Pacific Drive-In Theatres chain's open air Lakewood Theatre played one Tuesday night to 900 autos instead of usual 350. Reason: Personal appearance of TV star Harry Babbitt on "TV Star Night" during which there was also a drawing for a TV set, orchids for ladies, cigars for men. Star is going to play the circuit, while theatre firm tells public:

"We realize it is nice to sit in a comfortable home 4 or 5 nights a week and watch TV programs. But on that one or 2 nights a week when you have the urge to get out of the house with the family and see a fine, big-screen picture in a festive surrounding, we want your patronage at a Pacific Drive-In."

Hollywood's independent TV outlets, with exception of Dorothy Schiff's KLAC-TV, are "in the red or close to it," says *Hollywood Daily Variety*, citing Paramount's KTLA, *Times'* KTTV and General Tire's KHJ-TV (formerly KFI-TV) as "staggering under a heavy burden of high budgeted programs and overhead, hard put to find angels who will pick up the tab on local shows selling for as high as from $5000 to $6000". Network-owned KNBH (NBC), KNXT (CBS) and KECA-TV (ABC) are reputed to be comfortably in the black.

DuMont had unusually clever publicity release accompanying move of WABD to Empire State Bldg. It comprises copy of memo from allocations engineer Robert Wakeman to research v.p Dr. Thomas Goldsmith. Wakeman reports that "4 chronic troubles" will be alleviated by move: "Westchester Ghost (known in Manhattan as the Park Avenue Ghost), Irvington Shadow, Hackensack Ghost, Inadequate Fringe Area Signal." Hackensack Ghost and Irvington Shadow, incidentally, were due to shadows and reflections caused by RCA Bldg.

Mobilization Notes: RTMA small business committee reports further success in increasing subcontracting of military orders. Chairman A. D. Plamondon Jr. (Indiana Steel Products) told Small Business Conference in Chicago Nov. 14 that some 54 potential subcontractors have registered with RTMA headquarters—about 23% of RTMA's 236 small business members. Of this number, 17 have been requested to submit brochures to prime contractors, and 11 are in line to receive subcontracts. Plamondon said 8-10 additional subcontractors should receive order through the program within next 3-6 months. Small business members of RTMA (750 employes or less) can get information on program by writing Ralph Haarlander, RTMA.

CBS-Columbia's appeal for more materials to make black-&-white TV sets (Vol. 7:43-44), twice postponed, has been set for Nov. 20 before NPA Appeals Board, Dr. T. Munford Boyd, chairman. Since original turndown was appealed, NPA issued new Regulation 6 which spells out conditions under which a company's priority ratings and materials quotas may be transferred when it is sold. In a nutshell, order provides: (1) When purchaser of going concern continues to operate it as "substantially the same business" at same location, he acquires all privileges and limitations granted by NPA to former owner. (2) If new owner discontinues operation, or operates business "for a substantially different purpose," or in different location, he can't continue to use its ratings and quotas without special NPA permission. CBS is seeking higher metals quotas than Air King, which it acquired.

Uncle Sam is being more conservative in his program to aid industrial expansion. That's indicated by DPA's latest list of certificates of necessity for rapid tax write-offs. On previous lists, most electronic industry expansion was granted 5-year amortization on 75% of construction costs. This week's list shows 65% is now the rule. Listed were certificates for these electronic and related projects (at 65%, except as noted): Victor Adding Machine Co., Chicago, fire control systems, $1,258,183; Machlett Labs Inc., Springdale, Conn., tubes, $247,400; Packard-Bell, Los Angeles, ordnance, $239,609; Standard Electrical Products Co., Dayton, aircraft equipment, $80,999. Kenyon Gyro Electronics Corp., Halesite, L. I., $52,191 (70%).

First-quarter allotment of materials for production of TV-radio-phonos, as released by NPA (see story, p. 6): Carbon steel, 19,775 tons (vs. 22,299 in fourth-quarter 1951 & 39,550 in average base period quarter); alloy steel, 18 tons (vs. 52 & 36); stainless steel, 31,004 lbs. (vs. 29,036 & 62,003); copper brass mill products, 506,297 lbs. (vs. 515,301 & 1,477,490); copper wire mill products, 1,577,904 lbs. (vs. 1,696,533 & 3,976,780); copper foundry products, 6380 lbs. (vs. 18,772 & 31,900); aluminum, 756,703 lbs. (vs. 1,200,632 & 2,367,795).

TV-radar combination is to be tried at London airport in effort to speed traffic, particularly since jets are scheduled for regular operations next year. Idea is to transmit maps, radar displays, etc., to TV screens in strategic spots around airport.

Telecasts of Paris UN meetings over CBS-TV just one day late are made possible through use of Paramount's theatre-TV equipment which puts sessions on film in matter of seconds; film is flown to U. S. immediately. Paramount flew 10 tons of equipment to Paris at request of State Dept.

Reynold R. Kraft, 56, Midwest sales mgr. for Fort Industry Co. (Storer), died suddenly last week in his Chicago office. He joined Storer group in July, after serving as Raymer v.p. and before that for 20 years with NBC radio sales. He was a 1917 graduate of U of Illinois, captain of its football team that year, and is survived by wife and son.

Telecasting Notes: Revolt of network affiliates against NBC's Economic Study proposals (Vol. 7:40), or any similar plan by other radio networks, seems to be growing—emphasized by edict of all-industry affiliates' committee, formed during recent fight against network radio rate cuts, that it will vigorously oppose "any arbitrary formula which bases radio rates on the growth of TV circulation rather than on radio's own efficiency" . . . NBC proposals, says committee headed by Paul Morency, WTIC, Hartford (non-TV area), would lead to "destruction of radio" and "radio rates should be based on actual circulation values delivered by radio . . . we resoundingly reject the theory that the installation of a TV set in a radio home eliminates the use of radio in that home" . . . Hats off to CBS for its Nov. 15 round-the-clock blood donor appeals, with so many lively and original plugs in each and every program—very effective for Red Cross and very effective proof of efficacy of "saturation" radio . . . *Saturday Evening Post* shortly to release series of 3 articles on TV by Milton Mackaye, with particular emphasis on its impact on movies . . . *Chicago Tribune* has reduced radio program listings to make way for radio editor Larry Wolters' daily TV column . . . Ontario Motion Picture Theatre Assn. study shows that, though Canada has no TV stations as yet, boxoffice has declined average 6% in Windsor area, opposite Detroit, where every other home has TV set . . . Albert Zugsmith, onetime partner of newspaper-radio broker Smith Davis, now president of American Pictures Corp., Hollywood, reported heading up "Lincoln Network," formed to apply for TV stations in smaller communities in Western states . . . Construction of 1017-ft. tower for Milwaukee's WTMJ-TV has been started, with completion expected mid-1952; job is being handled by International Derrick, which built 1057-ft. tower for Atlanta's WSB-TV and is erecting 1000-ft. structure for WBEN-TV, Buffalo . . . NBC commentator Dick Harkness only network newsman on junket of writers leaving Washington by plane Nov. 16 for London, Paris, Rome and Army installations in Germany, Yugoslavia, Turkey, Greece . . . WBKB, Chicago, Oct. 15 raised base hour rate from $1100 to $1300, dropped old $200 Class A one-min. announcement, set 20-sec. rate at $325 . . . Two-year rights to All-Star Pro Bowl Game in Los Angeles Memorial Stadium, between grid teams of National and American conferences, have been signed by NBC-TV; first is next Jan. 12 at 4:30 p.m. PST (1:30 EST), Los Angeles telecasts excluded, sponsored by L. A. Newspaper Publishers Assn. in behalf of local charities . . . Ethel Barrymore signed by Monogram's new TV subsidiary, Interstate Television Corp., for series of half-hour films dramas titled *Ethel Barrymore Theater of the Air.*

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Chances for NPA approval of large TV-radio construction and alteration projects during first quarter are about same as they were for fourth quarter (Vol. 7:31-41). DPA announced this week that allotments of structural steel next quarter "will be substantially the same" as they have been this quarter, and that demand is about the same. Broadcasters may write their own priority tickets for up to 25 tons of steel, 2000 lbs. of copper and 1000 lbs. of aluminum per quarter (Vol. 7:43). If their projects require more than that amount, they must apply to NPA.

Elliott Roosevelt revealed in Atlanta this week that he's joining E. D. Rivers Jr., son of former governor of Georgia, in a company seeking TV outlets in Atlanta, Savannah and Valdosta; young Rivers owns radio stations in latter cities (WJIV & WGOV), as well as in Decatur, Ga., and E. Memphis, Ark. (WEAS & KWEM), and his father owns radio stations WLBS, Birmingham, and WOBS, Jackson, Miss. Roosevelt also said young Rivers will be partner in firm syndicating programs to small TV stations.

NCAA's restrictive football rules appeared to be disintegrating this week following relaxation of regulations Nov. 10 to permit Michigan State-Notre-Dame game to be televised in Detroit, Lansing and Washington (Vol. 7:45). First wilful violation was by WKZO-TV, Kalamazoo, which "pirated" game after NCAA denied station's request to show game. WKZO-TV president John Fetzer said his action was dictated by "compelling public interest," and indicated he's prepared to put up stiff legal fight against any action NCAA may aim at him. "At the proper time," he declared, "we'll be ready to say plenty." Notre Dame athletic director Edward Krause announced this week he'll fight renewal of the policy at NCAA convention next January. "We want to televise our football games and intend to fight for the right," he said, adding his voice to last week's blast by U of Pennsylvania's Francis Murray (Vol. 7:45). University of Southern California athletic director Willis Hunter, a member of NCAA's 4-man TV committee, this week reportedly was trying to sell TV rights to Nov. 24 USC-UCLA game in apparent violation of rules his own committee is supposed to enforce.

Sponsorship of presidential nominating conventions in Chicago next summer still requires assent of Democratic and Republican national committees—decision awaiting agreement with all networks on "code" for handling of broadcasts and telecasts, expected within week or so. It's definite, though, that political parties cannot share sponsor revenues under Corrupt Practices Act, and spokesman says they don't intend to charge networks any rental fees, etc. TV-radio industry estimates conventions, sustaining, would run at least $5,000,000 in cancelled time and talent, network facilities, etc. Shift in conventions' locale from Chicago Stadium to International Amphitheatre has been interpreted as dictated primarily by better TV facilities at latter, but spokesmen say "economy" was deciding factor—Amphitheatre was cheaper. However, it's estimated shift saves industry from constructing up to $250,000 in facilities.

Sidelight on educational TV: In Nashville, board of education president Dan May and school supt. W. A. Bass told Mayor Ben West they didn't see how schools could afford to build and operate TV station—therefore rejected reservation of channel. Bass also instructed Joint Committee on Educational TV to withdraw his recommendation that channel be reserved. JCET executive director Ralph Steetle then contacted heads of Vanderbilt U, Peabody College, Scarritt College, found them still strong for reservation—so he informed FCC that JCET would continue to support setting aside channel in Nashville.

Suit for $15,000 against WXEL, Cleveland, by couple owning house 265 ft. from tower, was decided in station's favor by Common Pleas Judge Joseph A. Artl Nov. 9. Couple had brought suit March 1950, charging that house had depreciated $15,000 because of tower's presence, that house became smeared during tower-painting, that falling ice endangered and disturbed them. Insurance company took care of paint and ice damages, but station chose to have "depreciation" claim adjudicated to set precedent for itself and other stations.

Paramount hearing, including ABC-United Paramount merger issue (Vol. 7:21, 44-45), is subject of pre-trial conference to be held at FCC Nov. 21 for purpose of "simplification, clarification, amplification, limitation," etc. Idea is to try to eliminate rehashing things already completely settled by Supreme Court decisions, etc. Hearing itself is scheduled for Jan. 15, with Leo Resnick as examiner, Fred Ford, Max Paglin and James Juntilla as FCC counsel.

No weekly Addenda to *TV Factbook No. 13* accompanies this issue of *Television Digest*, for reason that there were no applications, grants or changes to report this week.

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MARTIN CODEL's
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REASONING BEHIND AM STATION SALES: Why are so many radio stations being sold lately?

Multi-million-dollar magnitude of WOR & WOR-TV "merger" into General Tire TV-radio combine (Tom O'Neil), proposed last week (Vol. 7:46), led us to ask that question of the leading radio station brokers.

Their consensus: TV...taxes...age. To which several radio station people added: Too many AM outlets for future economic comfort. Here's the reasoning:

(1) "Threat of TV" is worrying some AM operators -- first lest radio face an uncertain economic future, second lest they be frozen out when inevitable scramble for the scarce TV channels begins. They fear there may not be enough such channels to go around; they also fear competition from "the big money" for such channels.

When an AM property is appraised these days, said broker Howard Stark, the first consideration of buyer is "TV potential". There's a good market for good radio properties, he said, but "good" now means how good is possibility of getting TV?

(2) Taxes now take such big bites out of both corporate and personal incomes that there's little incentive among some radio owners to expand, to go into TV, if making money is the prime aim. Hence, says James Blackburn, of Blackburn-Hamilton, there's incentive for owners to sell and take capital gains, and for buyers to buy and secure new depreciation bases.

(3) Age of owners is a definite factor. Some want to retire, taking capital gains out of projects they founded in the '20s & '30s. If they're well on in years, especially if they have no heirs or successors properly intrigued by the challenge of TV and radio's future, their impulse is to quit. Their reasoning is: Why start out all over again in a new and costly risk enterprise?

(4) Number of radio stations continues to mount. Most are doing middling-to-well, despite TV, especially if they enjoy good facilities in good markets and have favorable network affiliations. But conviction is growing that today's 2392 AM stations (to say nothing of 676 FM) cannot possibly survive the changing times.

Actually, FCC has licensed 2289 AM stations to date, issued CPs for 103 more -- or more than twice number before VJ-Day. There are 550 FM licenses, 126 CPs.

* * * *

Whereas there were exactly dozen deals involving changes of TV ownerships (Vol. 7:41) up to time of WOR project, hardly a day goes by without applications to FCC for transfers of control or assignments of licenses of radio stations. FCC says there were 401 such during its fiscal year ended last July 1 and 127 between July 1 and Sept. 1. Not all of these were sales, of course -- but they do point a trend.

Current big AM deal is proposed purchase of Crosley's WINS, New York, with 50-kw daytime and 10-kw night on 1010 kc, by group headed by Elliott Roosevelt and reputed to include Henry Morgenthau III. Price is around $600,000, but Crosley's James Shouse said deal wasn't closed at week's end. It's supposed to be separate

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from Roosevelt's reported TV projects in association with Georgia station owner E.D. Rivers Jr., son of the former governor (Vol. 7:46).

Roosevelt's TV plans embrace (1) applying for stations in Southern towns; (2) helping to finance new TV grantees by way of leasing them studio & transmitting equipment; (3) producing low-cost TV programs, including films "in color" because, he's quoted as saying, that's the way TV will be in 2 or 3 years.

SPEED OF FREEZE-END NOW UP TO FCC: Industry's part of "bargain" with FCC to hasten end of freeze -- namely, to confine its comments on allocation plan to paper, in lieu of oral hearings -- is about fulfilled.

It will be up to FCC, shortly, to come forth with final freeze decision with all possible speed -- based on comments which reached total of 1446 as 16 more were filed this week. It's believed just about all comments are now in, and Commission personnel has been "digesting" them as fast as received.

Official deadline in "paper" hearing is now Dec. 17, but everyone had been thinking in terms of original Nov. 26 until 3 weeks ago, when FCC gave more time for comments on U.S.-Mexican border channel changes (Vol. 7:45). Commissioners maintain that extension to Dec. 17 won't lengthen freeze beyond any previous estimates.

Commission isn't actually free to evolve final decision until it has ruled on all petitions filed during paper hearing, particularly those requesting oral presentation. So far, it has denied several such petitions, leaving little doubt balance of requests will get turndown.

But...no matter how fast Commission acts, real end of freeze -- numerous stations on the air -- won't come until well into 1953; in fact, you can expect no heavy flow of new stations until 1954 (Vol. 7:36 et seq).

* * * *

With deliberations on final decision about to begin -- though its issuance still isn't expected before spring -- these questions appear uppermost:

(1) Will educational reservations stick?

(2) Will station spacing be reduced?

(3) Will vhf and uhf applicants be segregated in vhf-uhf cities?

(4) What happens to applicants who went through hearings pre-freeze?

(5) What will be general post-freeze hearing and granting procedure?

* * * *

No pat answers are available on any of these, and Commission hasn't even given much thought to some. But following is "good" speculation, based on current FCC attitudes, past actions:

(1) Educational reservations will stick, in large part -- probably for next year or two. Synthesis of FCC thinking is this:

Reservations were put there for everyone to shoot at, and everyone has had a crack at them. Let's see what the record shows.

Educators' showings have ranged from weak to strong; but same goes for industry. For "strong" showing, an educator doesn't have to prove financial ability to build "tomorrow". Many uhf educational reservations are unopposed; therefore, there's no reason for deleting these -- even if they're poorly supported.

Strong cases have been made by educators in some places where FCC proposed no reservation, e.g., State of New Jersey. State is likely to get educational channels, even if they have to come from FCC's uhf "flexibility" stockpile.

Here's how one commissioner puts it: "We'll make this decision on the record. We did it in color. We'll do it here. We can do nothing else."

Educators' chances are improved, too, by fact Comr. Hennock is remaining on Commission. Presumably, she may be counted as one guaranteed vote for every reservation -- plus. Nor will educators' prospects be hurt by fact Joint Committee on Educational TV chose another "big name", James M. Landis, as legal counsel in absence of Gen. Telford Taylor, now chief of Small Defense Plants Administration.

Mr. Landis has been, among other things, dean of Harvard Law School, member of Federal Trade and Securities & Exchange commissions, chairman of Civil Aeronautics Board -- one of the paladins of President Roosevelt's New Deal.

(2) Station spacing is very likely to be reduced. Great preponderance of comments favor that. Reduction from 180-mile minimum to 165-170 is probable, though Gulf and West Coast spacings are almost certain to be greater -- perhaps 190-200 miles or more -- because of more severe tropospheric interference.

(3) Segregation of vhf and uhf applications is real stickler. On the one hand, FCC is straining every nerve to promote uhf. On other, it fears that if it handles vhf and uhf separately in each city, poorly-qualified applicants may snap up uhf while higher-grade entrepreneurs are locked in battle for vhf. Losers in vhf hearings would then be foreclosed from TV -- even though FCC might like to see them on uhf. Today, the "one pot" philosophy seems to have edge -- all applicants to be thrown into one hearing in each vhf-uhf city, best-qualified to get vhf.

(4) Applicants who sweated out hearings before freeze, some of them long and costly, can't get slightest inkling about their status. Do they have legal rights FCC can't afford to ignore? Can Commission keep them happy, yet satisfy post-freeze applicants? No one has yet riddled that one out.

(5) After final decision, applicants have been virtually guaranteed 60 days in which to file new applications, amend the old. Then, FCC is free to grant uncontested applications and schedule hearings. There will be very few uncontested grants, none in any sizable city -- no vhf at all, one industry attorney thinks.

Hearings will be the bottleneck. Commission hopes to augment its 7 examiners and hearing staff with $600,000 appropriation it's requesting from Congress -- on top of regular budget for year starting July 1952.

* * * *

Though FCC hasn't expected much delay to arise from U.S.-Mexican border allocation, comments on it may give Commission cause for pause. DuMont, for one, proposes changes in 22 border cities, only one of them Mexican. DuMont manages, among other things, to add a channel to both Mexicali and San Diego. But FCC dreads starting another time-consuming round of horse-trading with the Mexicans. For list of proposed changes, see page 12.

NCAA FUMBLES BALL, PUBLIC MAY RECOVER: NCAA's battered college grid TV "experiment" of 1951 ended this week in a sour climax. And the Justice Dept., State officials, Congressmen and the TV broadcasting & manufacturing fraternity -- all supported by the sports-loving public -- were closing in to prevent a recurrence in 1952.

There seemed little doubt that the public, which usually gets what it goes after, would be the winner -- next season. It's unlikely now that the "experiment" -- with its blackouts, bans and surveys -- will be renewed for a second year's run.

"NCAA some time ago was warned that its so-called TV research experiment violated anti-trust laws. They were warned again later and will be informed again today." So Justice Dept.'s litigation chief Victor Kramer told Neville Miller, attorney for Louisville's WHAS-TV Nov. 23 -- thereby resolving all speculation as to whether Govt. was also pointing its finger at NCAA when it filed anti-trust suit against National Football League Oct. 9 (Vol. 7:41).

This week's furore started with request by WHAS-TV and Nashville's WSM-TV for permission to telecast Nov. 24 Kentucky-Tennessee classic at Lexington. Game had been sold out in advance, and NCAA's relaxation of ban on the Nov. 10 Michigan State-Notre Dame clash (Vol. 7:45-46) was cited as precedent.

NCAA rejected request, and fireworks began in earnest. Kentucky's Gov. Wetherby wired Attorney General McGrath to break up NCAA's "illegal conspiracy". Sen. Clements (D-Ky.) followed suit. Then came Justice's "third warning" to NCAA.

Thereupon NCAA re-polled its 9-man TV committee, and -- as if in answer to the Justice Dept., the politicians and the public -- gave its final "no".

Question of renewing TV restrictions will be decided at NCAA convention next January and at regional collegiate athletic association meetings before then. It's no secret that many colleges -- led by Notre Dame and U of Pennsylvania -- are

strongly opposed to renewal, and their ranks are being swelled by others suffering from the unpleasant aftertaste of poor public relations.

Blasting "fallacy of NCAA policy," RTMA sport broadcasting committee chairman J.B. Elliott, RCA v.p. and onetime Georgia Tech grid star, promised nation's TV manufacturers and distributors will work to promote attendance at college football games next fall -- but only "if colleges agree to unrestricted TV in 1952."

"College football has enjoyed phenomenal progress with the development of TV," said Elliott. He also pointed to increased gate at boxing and other sporting events, said TV deserves some of the credit. He cited Walcott-Charles and Louis-Marciano bouts sponsored by TV manufacturers (Vol. 7:28,42) as creating "widespread goodwill [toward manufacturers] among set owners."

COLOR BAN IS EXTENDED TO THEATRE TV: Commercial production of color theatre-TV equipment is now banned -- along with home color sets, converters, adapters, special color parts & subassemblies and closed-circuit "department store" color systems.

NPA order M-90 issued Nov. 20 appears at first glance to be simple "formalization" of TV manufacturers' Oct. 25 no-color-production agreement with defense mobilizer Charles Wilson (Vol. 7:42-43). Actually, it goes further than set makers' pledge to Mr. Wilson as interpreted by industry members who attended that meeting.

Whereas general belief was that the "Wilson agreement" applied only to mass production of home color sets, the formal order, unless changed, puts the kibosh on 20th Century-Fox's plans to make and sell Eidophor with CBS color (Vol. 7:42,45,46). It also puts quietus on any color theatre-TV production by Paramount, RCA, et al.

Order M-90 does not ban commercial production of black-&-white equipment, however -- either for theatre TV or home receivers.

There's always possibility of successful appeal to NPA on grounds theatre color doesn't use much more materials than black-&-white, since it's not a mass production operation like home TV set manufacture. And there's also angle that theatre TV manufacturers weren't consulted before order was issued. When we talked to CBS and 20th Century officials this week they said they hadn't studied order yet, had made no decision on future action.

"The only thing to do is get the order changed," said a 20th Century attorney, "and that's what we're going to try to do as soon as we get figures showing the small amount of materials required to make color theatre equipment as opposed to black-&-white." Film company has been negotiating with GE for manufacture of Eidophor equipment. Another theatre-TV proponent is known to have visited NPA seeking clarification of color order.

* * * *

Inclusion of theatre equipment in order was no accident. NPA officials, technicians and lawyers who drafted M-90 say intention is to ban all types of "commercial" color TV -- and that includes theatre and "non-industrial" closed-circuit color gear. While not specifically mentioned in order, they say both theatre and department store equipment were discussed during the drafting, and it's the "meaning and intent" of order that production of both items be outlawed.

NPA said purpose of order is to avoid any anti-trust implications in manufacturers' agreement with Mr. Wilson. It spells out what can and can't be done in the field of color TV.

Prohibited is commercial manufacture or assembly of "any TV set designed to receive or capable of receiving color TV" -- as well as "any product, attachment or part designed solely to permit or facilitate, or capable only of permitting or facilitating, the reception of color TV."

Specifically exempted from ban is "color TV equipment for use on a closed circuit for industrial [factory] purposes, or by hospitals or educational institutions for instructional purposes."

There's no ban on color-TV research and development, or on color production for defense agencies. Manufacturers and laboratories, in fact, may apply for special allocations of controlled materials (steel, copper, aluminum) and priorities on other materials for this research -- under NPA's long-standing laboratory order M-71 (Vol. 7:27,34). But M-71 puts this brake on "commercialization" of research:

"No person may use any of the materials or products obtained under...this order for the manufacture of experimental models which are to be distributed for the purpose of promoting sales or creating a consumer demand for the article. However, provisions of this order may be used to get materials or products for the production of experimental models which are intended to be used only for scientific or technological investigation, testing, development or experimentation.

"Such experimental models may be made only in the minimum number and the minimum size required to determine the suitability of the article for commercial production and use."

* * * *

Excitement about color Eidophor remains high among 20th Century-Fox, CBS and GE people. Earl Sponable, 20th Century's technical TV chief, arriving from Zurich Nov. 20, pooh-poohed fears of engineers who think system may be difficult to make, ticklish to maintain. "We've had 2-3 months' experience with it and think it's very reliable. We wouldn't have bought into it if we had such fears," he said.

"Very convincing show -- better than anyone else's," is way Sponable characterized recent Zurich demonstrations (Vol. 7:46). "Better illusion than movies."

CBS's Dr. Peter Goldmark, also just returned, is likewise confident -- and miffed about criticisms, particularly those we quoted last week (Vol. 7:46).

"Do you think," he demanded, "that 20th Century and we would play around with it if we thought it had such troubles?" System shown was 525 lines, 150 fields, 8-mc video bandwidth.

"We can use 4 mc, 12 mc, any bandwidth we desire," said Dr. Goldmark. "The field rate will probably be 144 when we bring it here." Asked about horizontal resolution, he said: "That's meaningless. I can produce a better picture with 4 mc than others can with 12. Just read my testimony [in the color hearing]." He was referring to "crispening," etc., he said. Equipment will be changed to operate on 60-cycle current, from European 50-cycle.

Then GE's Dr. Baker got back, told us: "I've never seen any color like it. It's brighter than any movie, and the beauty of it is that you can go to any brightness. Of course, if you go too high, you run into flicker -- but there was none with these pictures. I've no qualms at all about its manufacture. There will be problems, sure, but I have no worries at all. The laboratory work is done; now it's a job of production engineering."

* * * *

NTSC remains focal point regarding color TV for the home, now that the CBS system is out of the picture indefinitely, probably permanently. But NTSC appears to be deliberately quiet about its accomplishments, despite fact it has agreed unanimously and enthusiastically on field-testing specifications of compatible system, and major members are gearing to telecast color signals next month.

NTSC's quiescence is attributed primarily to two principal attitudes:

(1) Simple engineering prudence. As one informed engineer puts it: "This is field testing, and field testing is for the purpose of discovering bugs, if any. Should we make a lot of fuss about these specifications now, only to find that some may have to be changed -- giving some people the notion we're backtracking?"

(2) Fear or caution regarding FCC, particularly Chairman Coy. Number of industry men appear to be so anxious to avoid ruffling Coy's feathers -- despite his relentlessly bitter and condemnatory attitude (Vol. 7:45), and despite fact Coy does not control Commission -- that they have just got around to releasing field-testing specifications for publication next week. There seems to be trepidation lest misinterpretation of field-testing purposes by popular press rile the Commission.

FISCAL REPORT ON A TV STATION: Here's another pertinent testimonial to the up-and-coming telecasting prodigy. It comes from Edward Lamb, the Toledo labor lawyer who founded and operates TV stations WICU in Erie and WTVN in Columbus, and who also publishes Erie Dispatch, owns WTOD(AM) & WTRT(FM), Toledo, and awaits FCC approval of his recent purchase of WHOO (AM & FM), Orlando, Fla. (Vol. 7:41).

Never one to hide his fiscal lights under a bushel, an attitude not shared by his TV confreres, Lamb was one of very first to proclaim the profitability of TV

-- asserting back in 1949 (Vol. 5:42) that his Erie station, which began operating on March 15 of that year as the nation's 57th outlet, was already in the black. This much more he told the Erie Ad Club this week about his now 32-month-old project:

WICU represented initial investment of $350,000, has made money practically from start, had gross billings of $240,000 in 1949, $600,000 in 1950 -- and will go above $1,000,000 this year, very likely some 30% more in 1952.

Revenues derive 30% from the 4 networks (WICU gets programs from all, since Erie, pop. 130,125, is one-station town, thanks to the "freeze"); 28% from local programs; 18% from national spot; 12% from national programs; 12% from local spot. Original staff was 16-18 persons, now is twice that, the average age only 24 years! Original payroll was $1000 a week, now is $3000. Hours on air, due largely to upsurge in daytime programming, have risen from average of 50 per week in 1949 to 80 in 1950 to more than 100 now -- may go up another 15% next year.

Original base rate of $100 an hour is now $500. Cost of operation now runs more than $200 an hour -- high technical overhead illustrated by fact one iconoscope tube may last as little as 500 hours yet costs $1200.

Mr. Lamb didn't reveal his profit figures, though he indicated his Columbus station is also in the black -- albeit it costs more to "vie for a Hooperating" in a competitive town like that (3 stations) than it does in single-station Erie.

"It is not difficult from these figures," he told his Erie audience, "to determine our operating profits or losses. For those persons who may be casting glances in this direction, it is well to remember that TV stations were started at a most unfortunate time tax-wise, and Uncle Sam has taken a very great majority of the profits which accrued.

"The telecaster who begins business under the illusion of making profits from the beginning is in for a shock. Instead, he will see others -- set distributors, servicemen and competing advertising media -- all making the money out of his efforts to furnish a video service."

Note: Mr. Lamb said 95% of TV stations are now operating in the black -- about right. To which we'd add that all but handful are grossing at least $1,000,000 and some, notably network keys, well over $5,000,000 -- one of them due to achieve $8,000,000 this year (Vol. 7:36). Profit figures, of course, aren't being divulged.

Telecasting Notes: Apropos skyrocketing costs of TV talent, caustic *New York Herald Tribune Syndicate* columnist John Crosby sees situation resembling the movie lots back in the old lush days, and observes: "This is just the beginning. With salaries inflating so rapidly, with taxes the way they are, the entertainer can afford to have 2 artist representatives, to have 3 or 4 press agents each with a pretty assistant P.A.; just possibly he can afford to have 2 or 3 mothers. The only fly in this opulent ointment is the National Production Authority, which is getting awfully stingy with its metals. It looks as though there won't be enough Cadillacs to go around" . . . Time costs are mounting, too, evidenced in new rate cards being issued by stations, to be digested in next issue of *TV Factbook (No. 14)* now in preparation for early January publication; whether networks will order another increase next year is problematical, but NBC-TV has rate committee studying idea . . . If you bought one 20-second spot on all the 109 stations now operating (including XELD-TV, Matamoros, Mexico, across from Brownsville, Tex.), it would cost $15,149, according to analysis based on Nov. 1 Class A time rates for film in study by Weed & Co.'s Peter B. James; rates are up, he finds, 10-20% over 1950 average . . . Ginger Rogers signed by CBS-TV to 5-year contract involving "more than $1,000,000," described in *Herald Tribune* as "another wedge in the wall of opposition Hollywood has been putting up against the appearance on TV of its top boxoffice names" . . . NBC-TV's 7-9 a.m. "enlightened disc jockey show" is definite now; titled *Today*, it starts Jan. 7, runs every weekday with Dave Garroway as m.c., news briefs every 20 minutes, day's new recordings—whole show pitched so it can be heard without being watched, though hearers will be urged to "come see this" every now and then; several sponsors in prospect, but rate hasn't been fixed yet . . . NBC-TV daily sign-on is now 10:30 a.m., and for a while it will let 9-10:30 a.m. stay "dark" . . . KNBH, Hollywood, has moved daily sign-on time from 12:30 to 10:30 a.m. . . . Denver's KLZ has no TV yet, but its staff and local agencies and sponsors are being briefed in series of "TV Preparation Clinics"; first speaker Nov. 20 was George L. Moscovics, KNXT, Hollywood, next will be Edward Codel, of Katz rep firm . . . Hal Roach Studios and Official Films Inc. have concluded production-sales tieup, William Morris Agency to handle national sales . . . Bing Crosby will time his TV debut next fall with introduction of his firm's TV tape recording system (Vol. 7:46), according to Nov. 24 *Billboard;* his engineers believe they'll have tape up to adequate quality 6 months from now.

Use of helicopter for field-strength survey of WJZ-TV's new antenna on Empire State Bldg. Nov. 18 appeared to be successful, according to station's consultants Kear & Kennedy. Measurements were taken as craft circled antenna at 2000-foot radius, 1200-1400 feet above ground. First such use of helicopter was with WATV Aug. 1948.

WTTV, Bloomington, this week filed application to replace 2-kw transmitter with 5-kw, increase ERP from 10.8 to 27.1 kw; RCA is supplying Channel 10 transmitter, will rework it for Channel 4 if and when FCC go-ahead is received following final allocations decision.

Personal Notes: Joseph A. McDonald, ABC gen. attorney, has resigned effective Dec. 31 to join NBC administrative staff from which he resigned as asst. gen. counsel in 1945; he's expected to be named treasurer. New acting ABC gen. attorney will be his asst. Mrs. Geraldine B. Zorbaugh . . . Irwin Schneiderman, from New York law offices of Cahill, Gordon, Zachry & Reindel, RCA-NBC counsel, transferred to Washington office, replacing Robert G. Zeller, now stationed in New York . . . Eugene S. Thomas has left staff of WOR-TV, where he has been operations mgr. since Macy's sold WOIC, Washington (now WTOP-TV), which he managed . . . Ward Dorrell, ex-C. E. Hooper v.p., joins John Blair & Co. as research & program consultant Jan. 1 . . . Ralph E. McKinnie, Raymer radio sales mgr., New York, named TV sales mgr. . . . Charles A. Batson, ex-TV director of NAB, named TV director of Broadcasting Co. of the South (G. Richard Shafto), operating radio stations WIS, Columbia, S. C.; WSPA, Spartanburg, S. C.; WIST, Charlotte, with TV applications pending for Columbia & Charlotte . . . Mary Alice Connell named mgr., ABC-TV spot sales service, succeeding Emily Clark, resigned . . . Philip G. Caldwell, engineering director, ABC Western Div., named chairman of broadcast transmission group, auxiliary of IRE, Southern California group being third of kind (others: New York, Boston) . . . Oliver Treyz, ex-ABC, has joined Wm. H. Weintraub agency . . . Richard Fisher, ex-WSAI, Cincinnati, named program director of WJBK & WJBK-TV, Detroit . . . Davis Kees, ex-KPIX, San Francisco, named CBS-TV director of special events, succeeding Robert Bendick, resigned to join Mike Todd Productions . . . Hal Kemp, ex-William Morris Agency, has joined NBC-TV, Hollywood . . . Maurice Morton, ex-William Morris Agency, named asst. to Martin Leeds, CBS-TV director of business affairs, Hollywood . . . Halsey V. Barrett, ex-CBS-TV and DuMont, named Eastern sales mgr., Consolidated Television Sales Inc., program syndicator, setting up offices at 45 W. 56th St., N. Y. . . . Robert O'Brian promoted to western representative, United Artists TV dept., with headquarters in Chicago . . . Jonny Graff, ex-WBKB, Chicago, named sales v.p., Snader Transcriptions . . . Donald Stewart, ex-mgr. WDTV, Pittsburgh, named mgr. of new DuMont Network film dept.

Station Accounts: American Vitamin Associates, which filed bankruptcy petition in Los Angeles Federal Court earlier this month, is being taken over by group of Seattle businessmen, including radio station operators Archie Taft and J. Elroy McCaw; will be recapitalized and renamed Thyavals Inc., confining distribution to Western states, placing ads thru Craig Maudsley Adv., Seattle, including *Dude Ranch* on KLAC-TV, Los Angeles . . . Regens Lighter Corp. (automatic lighters) Nov. 20 started *Solo Drama* on WJZ-TV, New York, Tue. 7:15-7:30 p.m., thru Alfred J. Silberstein-Bert Goldsmith Inc., N. Y. . . . Vim Stores, 42-store New York appliance chain, sponsoring 12 news shows on WPIX, planning for 1952 to double this year's $500,000 TV ad budget . . . Packard buys 26 half-hour films, with option for 39 more to be shot over 3 years, from Bing Crosby Enterprises; titled *Rebound*, first 13 to be placed in Feb., thru Maxon Inc. . . . Picadilly Tobacco Co. for new Picadilly cigarettes, sponsors filmed *Story Theatre* on WABD, New York, Sun. 11-11:30 p.m. starting Nov. 25, thru Hilton & Riggio, N. Y. . . . Sears, Roebuck & Co., for its Coldspot home freezers, Nov. 15 started *Sears Family Showtime*, film show, on WENR-TV, Chicago, 10-10:30 p.m., thru J. Walter Thompson . . . Chick-N-Rich dog food in new campaign, including TV-radio (WOOD-TV, Grand Rapids), thru Arnold Isaak Adv., Chicago . . . Grand Union Co. (chain stores) Nov. 28 starts *Starring the Editor* on WABD, New York, with editor Erwin D. Canham of *Christian Science Monitor* heading panel of metropolitan newsmen in discussions of public affairs, Wed. 9:30-10 p.m., thru Badger & Browning & Hersey, N. Y. . . . Among other advertisers reported using or preparing to use TV: Eastco Inc. (Clearasil proprietary), thru Ruthrauff & Ryan, N. Y.; Allen Products Co. (Alpo dog food), thru Weightman Inc., Philadelphia; Meyercord Co. (Fabri-cals, decals for ironing on fabric), thru Buchanan & Co., Chicago; Clorox Chemical Co. (Clorox household bleach), thru Honig-Cooper Co., San Francisco.

Network Accounts: Network TV's new hit is Aluminum Co. of America's *See It Now*, current-news documentary with Edward R. Murrow on CBS-TV, Sun. 3:30-4 EST, which this week won acclaim of critics. Highly telegenic himself, Mr. Murrow is televised as he sits in control room, discusses events, calls in live scenes or persons on monitors, asks for film shots (Churchill, Eden, Taft, Korea), "talks" with CBS foreign correspondents via films shot few days before. Show looks like one of TV's hottest if Nov. 18 starting pace can be maintained . . . Amoco will sponsor Edward Murrow's Jan. 1 CBS-TV news roundup of year, *Year of Crisis: Challenge of the '50's* Tue. 3-4 p.m., thru Joseph Katz Co., N. Y. . . . Owens-Corning Fiberglas Co. (Fiberglas) starting Feb. 5 sponsors Tue. 1:45-2 segments of *Garry Moore Show* on CBS-TV, Mon.-thru-Fri., 1:30-2:30, thru Fuller & Smith & Ross, N. Y. . . . Kaufmann Bros. & Bondy Inc. (Kaywoodie pipes) Dec. 9 sponsors unnamed show one time from Hollywood on CBS-TV, Sun. 5-6, thru Grey Adv., N. Y. . . . Pabst Beer and Brunswick-Balke-Collender Co., bowling equipment manufacturer, join to sponsor finals of *All-Star Bowling Tournament* from Chicago Coliseum on NBC-TV, Dec. 16, Sun. 10-10:30 CST; preliminaries are being carried on WGN-TV, Chicago . . . Emerson Drug Co. (Bromo-Seltzer) will sponsor first half-hour, Shulton Inc. (Old Spice toiletries) second half-hour of Herman Hickman's *All-American Preview* on NBC-TV, Sat. Dec. 1, after telecast of *Army-Navy* game; agencies are BBDO and Wesley Associates, respectively . . . Christmas Day one-shot by Johnson & Johnson (surgical & baby products) will be *Walt Disney Christmas Show* on CBS-TV, Tue. 3-4 p.m. . . . NBC-TV's *Kukla, Fran & Ollie* Nov. 26 cuts to 7-7:15 p.m., Mon.-thru-Fri., dropping 7:15-7:30 period which is being taken by Bob Elliott & Ray Goulding, radio satirists (sustaining); National Biscuit Co. remains as only *Kuka, Fran & Ollie* sponsor, Wed. segment only, with Tue. & Fri. offered cooperatively, Mon. & Thu. sustaining.

Top college basketball games and other events from Madison Square Garden will be available to TV-equipped theatres as result of deal between Nathan Halpern's Theatre Network TV and Garden Corp. Halpern said he expects Garden events will be distributed to theatres "on the basis of local and regional attraction." TNT will wind up winter sports season with National Invitation Tournament and Olympic Games playoffs. Denver saw its first live theatre-TV football game Nov. 17 when John Wolfberg's Broadway theatre showed Colorado-Nebraska NCAA telecast. All 1000 seats were sold out 24 hours in advance at $2.40.

Transradio Press Service, founded in 1934 primarily to serve radio stations, ceases operations Dec. 1 because, as stated by president Robert E. Moore, of "conviction that the transitions taking place in the whole field of radio and TV no longer encourage the belief that profitable operations are possible for 4 wire news services."

W. Albert Lee, millionaire Houston hotelman, who owns KLEE and sold KLEE-TV (now KPRC-TV) to *Houston Post* last year for $740,000, was found shot to death in his home Nov. 23.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 1755
Trade Report
November 24, 1951

TRADE EVOLVING TO 'NORMAL' LEVELS: Another 26,500 TV sets were lopped off factory inventories last week (ending Nov. 18). At same time, the industry upped production to 115,722 units, highest since mid-April. Fact that week included Armistice Day, holiday in many cities, though Chicago factories worked as usual, may add some significance to both figures.

"Good business" is what the major producers report, echoed by wholesalers and to lesser extent at retail levels. "Nice steady pre-Christmas trade" is evident generally -- but there are still plenty of sets, and it's hard to believe there will be those predicted shortages, over-all, by end of year.

That a "normal" pattern is coming to the business is indicated by fact some manufacturers are again planning distributor conventions during period of Chicago furniture marts (Jan. 7-18), where quite a few will again show their wares.

Both Admiral and Philco plan Chicago conventions, times and places unstated -- and each will have new TV & radio models, though presumably their accent will be on white goods, as usual mid-winter. Motorola will show "short" new line in early January, holding regional meetings first, then calling distributors to Chicago for big parley after they've seen new merchandise. Hallicrafters is only one to announce definite convention plans -- Jan. 7 at Edgewater Beach Hotel.

"Fill-in" models are all that most manufacturers will admit they're going to introduce this winter, though a few privately say lines will be "all new" if you take into account conservation changes, furniture changes, etc. Prices are still an indeterminate factor; only thing sure is that they're not going down.

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Nov. 18 week's output of 115,722 TV sets (2995 private label) compares with 113,267 preceding week (Vol. 7:46), brings total for first 7 weeks of fourth quarter to slightly over 730,000. Of the 6 more weeks to go, one can be virtually counted out because of holidays. Official output for first 3 quarters was 3,970,857.

Factory inventories went down to 308,897 as of Nov. 18 from 335,439 at the preceding week's end. That figure is about same as first week in April (Vol. 7:16), or just before the big spring-summer inventory pileup and sales recession began.

Week's radio output was 218,908 sets (89,913 private), up about 30,000 from preceding week. Total radios for the 7 weeks was about 2,462,000; for preceding 3 quarters, 10,077,478. Factory radio inventory as of Nov. 18 was 338,336, unchanged. Week's radios were 133,791 home receivers, 18,570 portables, 66,544 auto.

PICTURE TUBES WITH A 'NEW FACE': Next thing in kinescopes appears to be cylindrical face that minimizes reflections from room lights. Among manufacturers, Philco seems to be prime mover, is now shipping a few sets with such tubes, 21-in. Industry in general is trying to gauge whether all 17 & 21-in., perhaps even larger sizes, will evolve to the cylindrical.

Idea is quite simple, though it provided headaches for glass-blank makers:

New face is portion of gently-curved cylinder -- curved in horizontal plane, straight in vertical -- whereas up to now faces have all been portion of a sphere.

Tube is tipped downward in cabinet about 3 degrees, same for accompanying safety glass. This effects substantial reduction in reflections from ambient light. Some manufacturers have already tipped safety glass, e.g., Motorola, with some success. Tipping tube itself and making face cylindrical hikes improvement markedly.

New faces are in all-glass tubes only. American Structural Products Co. (Owens-Illinois) is shipping both 17 & 21-in. Corning has been shipping 21-in. for few months, has just started sending out 17-in. Neither expects really heavy output before first of year. In fact, design isn't considered completely frozen yet. Changes may yet occur before production becomes routine.

Cylindrical face is thicker than spherical, thus heavier, unfortunately -- has to be, since spherical shape is optimum in strength. Inside of face is spherical, however, though ASPC says it had actually made some cylindrical on both sides. Latter was some 25% better in glare-reduction, says ASPC, but it introduced "pincushioning," a distorted picture demanding expensive correction, added components.

How big a boon new face will be provides nice industry argument. Technical men are inclined to think ad-writers will make more of it than warranted. Some say it cuts down viewing angle and makes picture appear somewhat "flatter" than with old face. It provides more square inches than standard 21-in. metal-coned -- 242 total, about 14% increase -- an additional selling point.

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Only new size in prospect soon is the 27-in. Though Corning displayed all-glass 27-in. rectangular at IRE convention last spring, considerable work on metal-coned rectangular is going on. Its emergence isn't imminent. Engineers say it's a tough one, likely to absorb several months of additional development.

GE is still major maker of 24-in. -- metal-coned, round. But DuMont is now shipping them, too. DuMont is only 30-in. producer. No other major manufacturer has put 30-in. into sets yet, though Hallicrafters plans to show one at Jan. 7 Chicago distributors meeting and number of custom builders intend to make them.

Most work on really big tubes is in metal-coned versions. Yet the glass makers, such as ASPC's Stanley McGiveran, say all present sizes, even larger ones, are "completely do-able" in glass -- and cheaper.

* * * *

Despite these new developments, great bulk of sets, for quite a few months, will be conventional 17 & 21-in. In fact, instead of the traditional rush to bigger tubes, there's something of a re-emphasis on 17-in. currently. This is attributed almost solely to price spread between 17-in. & the 20 & 21-in. sets.

At RTMA Chicago meeting last week, it seemed generally agreed that trend to larger tubes would be accentuated if sales are brisk and if materials shortages pinch during 1952 -- because of greater profit in big-tube sets.

Metal-coned tubes appear to be on wane -- not because steel is so tight but because manufacturers want to be ready if it really gets scarce. Automatic focus and other low-voltage electrostatic types are expected to form large percentage of production during first quarter 1952.

All tube makers report recent upswing in business -- ranging from "it's better, but could be a lot better" to "I wish we could only make more."

MORE MATERIALS FOR SMALL BUSINESSES: New, liberalized CMP ruling should prove boon to hundreds of small electronics manufacturers, beginning in second quarter.

NPA brought some 15,000 additional firms into its "small user" category this week by increasing amounts of materials they may buy without filing CMP applications (Direction 1 to CMP Regulation 1).

This means more small makers of consumer items will receive full amount of their required metals, with no percentage cuts, regardless of the amount they used during the base period.

Small manufacturers may now self-certify orders -- write their own priority tickets -- for materials, if the quarterly requirements for each govt.-classified product they make don't exceed: 30 tons of carbon steel (up from 5); 8 tons alloy steel (up from ½); 3000 lbs. copper (up from 500 lbs.); 1500 lbs. stainless steel (up from none); 2000 lbs. aluminum (up from 500 lbs.).

For example, small TV manufacturer will be able to make about 20,000 sets a year using self-certification system, provided he buys all his parts ready-made. Under old "small user" limits, only TV manufacturers to benefit were those turning out less than about 4000 a year.

NPA set Dec. 22 deadline for other manufacturers to file their second-quarter CMP applications. Many whose applications previously have been processed in Washington will be instructed to file at Commerce Dept. field offices this time.

Topics & Trends of TV Trade: Undaunted by color setback and "making long-range plans," CBS-Columbia Inc. this week announced purchase of new Long Island City plant as part of $5,000,000 expansion program. Plant is 275,000 sq. ft. factory at 48th Ave. & 34th St., now being vacated by Mack Motor Truck Corp. CBS-Columbia hopes to be producing both civilian and military electronic goods in new plant by spring—in addition to present Brooklyn plant.

New assembly lines will be capable of 2000 TV-radio sets daily on top of present 1500-daily capacity, said president David Cogan.

Presumably, production expansion will have to be primarily military for present, since company's request for color materials was turned down by NPA (Vol. 7:42-43), and hearing on its appeal for more materials in general has been postponed repeatedly—again this week, this time indefinitely.

"We're not thinking in terms of 90 days or so," said Cogan. "We're looking beyond the present situation."

Plant will be completely modern, lines "conveyorized," effecting "great savings in production costs," Cogan said. Integrated into new operation will be cabinet production now handled by subsidiary Royal Wood Products Mfg. Co.

Additional types of electronic equipment, other than TV-radio sets and military, will be made by company, according to Cogan. But he said company isn't yet ready to indicate nature of equipment.

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Most TV manufacturers are dissatisfied with industry's hodge-podge parts warranty policies, said RTMA service mgr. E. W. Merriam to Chicago convention of National Alliance of TV & Electronic Service Assns. Nov. 19. However, he said RTMA "cannot enter into a uniform TV warranty," and suggested NATESA write to each manufacturer "telling him exactly what you want [and] you will see advantageous changes in service policies in not too long a period."

Merchandising Notes: Muntz TV closing 6 stores in Los Angeles, one in Santa Ana, maintaining sales operations in Hollywood and Long Beach, as follow-up to East Coast "consolidation" last week (Vol. 7:46) . . . Regal introducing new 24-in. console at $499.95 . . . Muntz planning both 24 & 27-in. sizes shortly . . . "Sylvania Week" celebrated by Oklahoma distributors-dealers Nov. 24-30 as firm formally opens new 35,000-sq. ft. tube plant in Shawnee, with home office brass on hand.

Voluntary code of ethics to eliminate misleading TV receiver advertising is being formulated by committee comprising New York City's Dept. of Markets, Better Business Bureau and executives of 3 biggest chains: Abram Davega, v.p. Davega Stores (chairman); Jack Winer, president, Dynamic Stores; Leo Mesnick, adv. mgr., Vim. Naming of committee has already resulted in dropping of summons against Vim and its president Max Kassover, charging "untrue and misleading advertising."

Employment in TV-radio industry has increased since midsummer, but still falls far short of level of year ago, despite increasing military production. That's nub of report made this week by DPA task group appointed in September to study possibilities of placing additional defense work in TV-radio plants in Chicago and New York-Philadelphia areas (Vol. 7:38). Group estimated as many as 50% of TV-radio workers in those areas were unemployed last summer, and made these reports on present conditions in the industry: Chicago area—36 firms employed 26,493 workers Nov. 1, 1951, vs. 29,112 July 1, 1950, net decrease of 2619; of these, 17 firms had 1687 more employes on Nov. 1 than on July 1, 1950, and the remaining 19 had 4306 fewer. New York-Philadelphia—14 companies employed 5615 Oct. 1, 1951 vs. 9820 Oct. 1, 1950, decrease of 4205; of these, only one reported increase—100 employes—over 1950 employment.

"Grass roots" reaction to recent clampdown on color production is manifested in unique black-bordered postcard notice captioned "Deaths" circulated by Commonwealth Appliance Co., Allston, Mass. "Obituary notice" reads: "Color TV—died suddenly Oct. 20 of natural causes. Premature birth—incompatibility—overprice. Patrons are invited to "memorial services" at store, where "black-&-white TV will carry on for your pleasure . . . "

Regulation to exempt TV-radio manufacturers and some others from new ceiling price regulations (Vol. 7:45) is under consideration by price administrator Michael DiSalle. This would save them trouble of computing ceilings twice—once before Dec. 19, and again shortly after first of year when tailored price regulations for TV-radio industry are scheduled to be announced. Decision whether exemption order will be issued is expected next week.

Possible vacuum tube substitute, like transistor, is barium titanate, according to Signal Corps scientists who found that compound can amplify and has "memory" characteristics. A 36-page report is available at $2.50 microfilm, $5 photostat, from Library of Congress Photoduplication Service, Publication Board Project, Washington, D. C.

Trade Personals: J. R. (Russ) Little, RCA Victor eastern regional mgr. in New York, resigning to become president of Golden State Co. Ltd., big Califonia dairy products firm, with headquarters in San Francisco. Successor is Wm. L. Rothenberger, sales mgr., tube dept. . . . Charles Penk, v.p., elected president of Allied Electric Products Inc. (Sheldon tubes), succeeding Nathan Chirelstein, elected chairman . . . Harold S. Stamm promoted to adv. mgr., RCA tube dept., succeeding Lawrence LeKashman, resigned . . . Mervin Marcus named operations mgr., TV-radio dept., Krich-New Jersey Inc. (RCA) . . . Warren W. Frebel promoted to v.p. in charge of purchasing, Majestic Radio . . . Edward Barrett, ex-Craigmore Sales, Crosley distributors before formation of factory-owned Crosley Radio & Television Ltd., Toronto, has been named to head sales and distribution . . . Correction: Wm. H. Kelley is acting president of Motorola-New York Inc., retaining post of general sales mgr., Motorola Inc., Chicago.

Dr. Irving Wolff, uhf & radar specialist, promoted from director of tube research to director of research, RCA Laboratories, in series of appointments announced by Dr. E. W. Engstrom, v.p. in charge. Dr. D. H. Ewing, ex-development director, U. S. Air Navigation Board, appointed director of research services; E. W. Herold promoted to director of radio tube research lab; G. H. Brown, director of systems research lab; R. S. Holmes, director of contract research lab.

Percy M. Stewart, partner of Kuhn, Loeb & Co., elected to DuMont board.

To bolster uhf experimental application, and to counter opposition of WEEU (Vol. 7: 33, 38, 43, 45), WHUM, Reading, Pa., told FCC that check of GE and other transmitter manufacturers showed station would have the only high-power uhf transmitter available in country before late 1952. Station says it would get first 10-kw GE unit in second quarter, thus be able to supply valuable propagation data before any commercial stations could get going.

Uhf enthusiast WELI, New Haven, Conn., offers to demonstrate uhf reception to all comers, upon request. in New Haven's Taft Hotel, 18 miles from RCA-NBC's Bridgeport experimental station, with tuners supplied by Crosley, GE, RCA, Zenith.

Financial & Trade Notes: ABC reports net profit of $77,000 (4¢ a share) for 9 months ended Sept. 30, comparing with loss of $877,000 for same 1950 period. Third quarter ran to substantial loss, for ABC had reported net income of $472,000 (28¢ a share) on first 6 months' operations (Vol. 7:33) and $221,858 on first quarter (Vol. 7:26). During 1950, ABC earned $84,605 on sales of nearly $46,000,000. In 1949, it lost $519,085 on sales of $40,000,000, and in 1948 it earned $468,488 on sales of $37,000,000.

Sylvania stockholders this week approved issuance of 200,000 shares of new no par $4.40 cumulative preferred stock, voting also to change no par common to $7.50 par and to issue 550,000 additional common shares to be held for conversion of the preferred. Plan is in accordance with SEC registration filed recently (Vol. 7:44), part of financing program including issuance of $25,000,000 of debentures, $17,200,000 to be used to retire like amount of debentures now outstanding, rest for working capital.

American Phenolic Co.'s sales rose to $18,045,760 during first 9 months of this year from $8,857,700 same 1950 period. Profit was $742,165 ($1.85 a share) after taxes of $1,565,000, compared with $722,710 ($1.80) profit & $540,000 taxes. September quarter sales were $6,936,498, profit $260,239 (65¢) after $765,000 taxes.

RKO Pictures Corp. showed net loss of $1,086,365 for first quarter of this year, net profit of $351,645 second quarter, net profit of $588,816 third quarter, making net loss after all charges $145,903 for first 9 months on total income of $39,417,393. No comparison is available with last year since firm began operations last Jan. 1 when it acquired picture producing and distributing assets of Radio-Keith-Orpheum Corp. in reorganization separating theatre and production-distribution operations.

Dividends: Philco, 40¢ payable Dec. 12 to stockholders of record Dec. 1; United Paramount Theatres, 50¢ payable Dec. 18 to holders Nov. 30; 20th Century-Fox, 50¢ payable Dec. 21 to holders Dec. 5; Loew's, 37½¢ payable Dec. 21 to holders Dec. 11; Sperry Corp., 50¢ payable Dec. 17 to holders Dec. 3; Cornell-Dubilier, 30¢ payable Dec. 27 to holders Dec. 10; I-T-E Circuit Breaker Co., 45¢ payable Dec. 1 to holders Nov. 23; Globe-Union, 25¢ payable Dec. 10 to holders Dec. 1; Driver-Harris, 50¢ quarterly and 25¢ extra, payable Dec. 12 to holders Nov. 30; P. R. Mallory, 30¢ quarterly plus 30¢ year-end, payable Dec. 10 to holders Nov. 26; Oak Mfg. Co., 35¢ payable Dec. 20 to holders Dec. 5; Sprague Electric Co., 50¢ payable Dec. 14 to holders Nov. 29.

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Hallicrafters earned $678,946, or 82¢ per share on 825,000 shares outstanding, on sales of $35,382,718 for fiscal year ended Aug. 31, 1951. This compares with $1,127,405 ($1.67 on 675,000 shares) on sales of $28,188,220 for corresponding 1950 period. Taxes for this year were $565,000, for last year $750,500. Sales of TVs, says annual report issued this week, accounted for $23,593,317, or 60% of total volume, up 10% from preceding year. Amateur or "ham" equipment totaled $5,144,502, or 14%, up 40% over 1950. Communications equipment on govt. contract totaled $6,645,000, or 19%, up 117%. Military orders received during year totaled $26,137,000.

In proxy statement for shareholders meeting in Chicago Dec. 10, Hallicrafters discloses president Wm. J. Halligan as beneficial holder of 35,900 shares of the 850,000 common outstanding, executive v.p. Raymond W. Durst 34,400 shares, director James R. Cardwell (chairman, Cardwell Westinghouse Co.) 1100 shares, director Leo J. Doyle (Doyle, O'Connor & Co., securities) 1463 shares. Salaries were shown as: Mr. Halligan, $50,000; Mr. Durst, $45,000; sales v.p. Roland J. Sherwood, $35,693.

Mobilization Notes: Conservation will be No. 1 item on agenda Nov. 27 when TV-radio industry has its first industry advisory committee meeting with NPA. Govt. wants to know how manufacturers plan to stretch their slim first-quarter allocations into maximum number of sets. Industry will also be asked to present any ideas on how NPA can improve its allocation service. Other topics to be discussed: interchange of conservation methods among TV-radio manufacturers; importance of properly filling out CMP forms. NPA Electronics Div. chief Edmund T. Morris will discuss outlook for 1952. These executives have been invited: Dorman Israel, Emerson; Jack Marks, Fada; Frank Freimann, Magnavox; John Meck, Scott Radio Labs; Robert Galvin, Motorola; William H. Chaffee, Philco; Robert S. Bell, Packard-Bell; John H. Cashman, Radio Craftsmen; J. Friedman, Trav-Ler; Gordon G. Brittan, Warwick; L. C. Truesdell, Zenith.

Retailers who sell insulated copper wire and other controlled materials to general public may now self-certify controlled material orders to replace depleted inventories. NPA order M-89 sets up formula for orders by retailers dealing directly in controlled materials. In case of copper wire, for example, retailer may order up to $50 worth or 60% of his quarterly base period purchases each quarter. M-89 doesn't apply to installers of equipment such as TV antennas, appliances, etc., but to those who sell actual controlled materials rather than products.

Deal with Britain for 22,045,000 lbs. of Canadian aluminum in next 5 months "unquestionably means the difference between survival and disaster for thousands of small business firms," said DPA chief Manly Fleischmann Nov. 22. U. S. will swap 25,000 tons of finished steel products, 46,000 tons of premium-price steel ingots and 28,500 tons of iron and steel scrap for the aluminum. Said Fleischmann: "Were it not for this added supply, we would have had to reduce the minimum aluminum allotments for the first quarter from the present 20% to 10% of base period use."

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Perfection of underwater TV camera, after 3 years' research, was announced by Navy this week. It comprises remotely controlled unit good for depths of 400 ft. or more. According to Rear Adm. Homer N. Wallin, Bureau of Ships chief, principal advantages are: (1) Great savings in time, e.g., human diver spends much more time descending and ascending than he does on bottom; with camera, operation may be planned in advance. (2) Camera doesn't stir up silt. (3) Various lenses, switchable from ship, give much better view. Gear was developed by Navy scientists J. R. R. Harter and Marvin Lasky. First experiment with underwater TV was during 1946 Bikini atomic bomb tests. This summer, British used such equipment to locate sunken sub *Affray* (Vol. 7:39).

Deception-of-enemy tests with 400 AM stations in 18 northeastern states Nov. 17 were "highly successful," according to first reports received by FCC. TV and FM are not yet being used in setup designed to prevent enemy from using stations' signals as aircraft and guided missile homing beams; during emergency, they'd simply go off air if military deems it necessary. Whole plan is gradually being declassified, virtually everyone to be told how system works before long.

Short interest in TV-radio and related stocks on New York Stock Exchange showed these changes between Oct. 15 & Nov. 15: Admiral, 26,035 shares Oct. 15, to 21,370 Nov. 15; Avco, 20,480 to 20,180; Emerson, 4969 to 5044; GE, 9526 to 10,098; Magnavox, 13,213 to 14,751; Motorola, 15,565 to 14,890; Paramount Pictures, 2755 to 540; RCA, 37,204 to 34,605; United Paramount Theatres, 8080 to 8535; Westinghouse, 6417 to 6332; Zenith, 23,990 to 21,130.

Count of TV Sets-in-Use by Cities

As of November 1, 1951

Estimates are sets within .1 Mv/m contours (60 mi.), excluding overlaps, as established by NBC Research.

GAIN of 552,300 sets-in-use during October is tallied in NBC Research's monthly "census" for Nov. 1, when total reached 14,555,800—indicating figure will go well over 15,000,000 by end of year. Reflecting improved TV-set sales, this gain compares with 447,500 in September (Vol. 7:43), 284,300 in August (Vol. 7:35), 183,100 in July (Vol. 7:29). All but 29,000 of the October gain were in the 54 network interconnected cities (52 areas). Chicago went up 25,000, now exceeds million mark; New York gained 80,000, Philadelphia 37,000. Again included among the 12 non-interconnected cities (11 areas) is XELD-TV, Mexican-licensed station opposite Brownsville, Tex., with 9900 receivers credited to the U. S. side of the Rio Grande. Following is the Nov. 1 count (consult individual stations for their estimates of number of families within respective service ranges):

Area	No. Stations	No. Sets
Interconnected Cities		
Ames (Des Moines)	1	66,000
Atlanta	3	134,000
Baltimore	3	338,000
Binghamton	1	44,800
Birmingham	2	75,200
Bloomington, Ind.	1	17,600
Boston	2	809,000
Buffalo	1	232,000
Charlotte	1	97,300
Chicago	4	1,020,000
Cincinnati	3	290,000
Cleveland	3	530,000
Columbus	3	175,000
Davenport-Rock Island	2	74,000
Dayton	2	152,000
Detroit	3	560,000
Erie	1	55,200
Grand Rapids	1	79,800
Greensboro	1	75,000
Huntington	1	59,400
Indianapolis	1	170,000
Jacksonville	1	42,000
Johnstown	1	120,000
Kalamazoo	1	55,000
Kansas City	1	157,000
Lancaster	1	117,000
Lansing	1	67,000
Los Angeles	7	1,045,000
Louisville	2	111,000
Memphis	1	104,000
Milwaukee	1	280,000
Minneapolis-St. Paul	2	280,000
Nashville	1	43,400
New Haven	1	200,000
New York	7	2,630,000
Norfolk	1	85,700
Omaha	2	97,000
Philadelphia	3	940,000
Pittsburgh	1	340,000
Providence	1	170,000
Richmond	1	92,300
Rochester	1	93,300
Salt Lake City	2	59,400
San Diego	1	108,000
San Francisco	3	268,000
Schenectady	1	181,000
St. Louis	1	327,000
Syracuse	2	143,000
Toledo	1	126,000
Utica	1	56,200
Washington	4	301,000
Wilmington	1	84,100
Total Interconnected	95	13,777,700
Non-Interconnected Cities		
Albuquerque	1	11,200
Brownsville (Matamoros, Mexico)	1*	9,900
{Dallas	2	141,000
{Fort Worth	1	
Houston	1	98,900
Miami	1	78,000
New Orleans	1	67,800
Oklahoma City	1	92,300
Phoenix	1	38,800
San Antonio	2	55,700
Seattle	1	107,000
Tulsa	1	77,500
Total Non-Interconnected	14	778,100
Total Interconnected and Non Interconnected	109	14,555,800

* Preliminary estimate, U. S. sets only.

Note: TV sets sold in Canada totaled 62,466 up to Sept. 30, 1951, according to Canadian RTMA (Vol. 7:45). Since Canada has no stations of its own and nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The CRTMA area count as of last Sept. 30: Windsor 25,447, Toronto-Hamilton 22,993, Niagara Peninsula 10,581, other areas 3445.

Wonderful reading: *Show Biz: From Vaude to Video*, by Abel Green and Joe Laurie Jr., published this week by Henry Holt & Co. ($5). It's a rewrite, in the Broadway vernacular, of the "disa and data" reported in *Variety* over the last 50 years. The chapter headings of Part VII titled "Video Era (1946-5—)" pretty well indicate that phase of its coverage: Veni, Vidi, Video, Vaudeo; Upheaval in Radio; Disc Jocks and LP Versus 45s; The 'Monster'.

Applicants for NPA construction authorization must file form CMP-4C applications by Dec. 15, NPA announced this week. Broadcasters planning construction or alterations which require more than 25 tons of steel, 2000 lbs. of copper and 1000 lbs. of aluminum per quarter must apply for allotments.

DuMont's plan for U. S.-Mexican border vhf allocations (see p. 3), differs in 22 cities from channels specified in international agreement (Vol. 7:45). To avoid disturbing Mexican side of border, DuMont engineers say, they touched only Mexicali—and then only to add a channel. They've made no co-channel assignment less than 180 miles, no adjacent-channel under 70—same as FCC's proposal for U. S. Also, they believe they've moved no more U. S. channels closer to border than they've moved farther away. These are DuMont's proposals for the 22 cities, with channels specified in recent executive agreement in parentheses: Mexico—Mexicali 2, 5 (3). Arizona—Yuma 9, 11, 13 (11, 13); Winslow 7, 11 (none). California—Bakersfield 12 (10); San Diego 3, 8, 10 (8, 10). Nevada—Boulder City 9 (4); Henderson 4 (2); Las Vegas 2, 5, 7 (8, 10, 13). New Mexico—Alamagordo 10 (none); Albuquerque 2, 4, 5, 7 (4, 5, 7, 13); Carlsbad 12 (6); Clovis 7 (12); Roswell 3, 6, 8 (3, 8, 10); Silver City 8 (12). Texas—Alpine 7 (12); Austin 13 (7); Big Spring 11 (4); Midland 9 (2); Monahans 13 (5); Odessa 5 (7); San Angelo 2, 12 (6, 8); Sweetwater 7 (12).

Quick final decision in Paramount hearing—complex affair involving anti-trust histories, movies vs. TV philosophies, ABC-United Paramount merger etc. (Vol. 7:21, 44-45)—just isn't in cards. That much is clear from Nov. 20 pre-trial conference of attorneys conducted by examiner Leo Resnick, preparatory to Jan. 15 hearing. FCC counsel Fred Ford said he hopes hearing will take no more than 3 weeks. Resnick said he has 4 weeks for it, then 7-10 days for another case, after which he'll again be available; he also said he wants parties to file proposed findings. What with all legal contingencies, final decision can't come much before fall or winter 1952. DuMont counsel William Roberts argued for, and got, permission to present his case first—largely one of bringing up to date hoary issue of whether Paramount Pictures controls DuMont. Ford's main efforts were to save time by having parties submit all non-controversial evidence on paper, to which all agreed. Illustrating importance of case, and FCC's eagerness to conclude it, is fact that it's now fulltime assignment for Ford and his assistants Max Paglin, James Juntilla.

Romulo O'Farrill, owner of XHTV, Mexico's first TV station, now 15 months old, also owner of new XELD-TV, Matamoros, opposite Brownsville, Tex., has announced plans to build new $1,500,000 radio-newspaper building to house his station and his newspaper *Novedades*. He's quoted in Mexico City dispatches as saying TV "will put radio completely in the shade in 10 years." His optimism is bulwarked by fact TV set sales now run 1000 a month in Mexico City, and his station's sponsor list includes such names as Ford, General Motors, RCA, Packard, Gillette, Westinghouse, Goodrich, Goodyear, Nash. Rival Emilio Azcarraga's big 26-studio new Televicentro, housing his XEW & XEW-TV, is due to be inaugurated this winter.

"Ground rules" for TV code administration are being prepared by NARTB's TV staffers for submission to TV board when it meets in Washington Dec. 5-7 to act on code itself (Vol. 7:42). Proposed appendix to code will contain additional procedures such as right to representation by counsel at hearings on alleged code violations, swearing of witnesses, right of cross-examination, issue of cease-&-desist orders and other details not included in original draft of code. Many provisions of proposed appendix, suggested by Washington radio attorneys at recent meeting with NARTB TV officials, are designed to answer some lawyers' objections to code draft.

New 1951-52 directory of TV personnel, listing addresses and phone numbers of station, agency and film production personnel, has been issued by *Ross Reports on Television*, 551 Fifth Ave., N. Y. ($7.50).

MARTIN CODEL's
AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

Television Digest
with ELECTRONICS REPORTS

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THE 'HAVE NOTS' NOW WILLING TO LISTEN: As this true believer in the TV destiny sensed things at NBC's affiliates convention at Boca Raton this week, main conclusion emerging from the miasma of facts, figures and forecasts set forth was this:

The relatively few TV "haves" are sitting pretty, the "have nots" living in hopes -- cherished hopes that their still-flourishing radio broadcasting businesses won't go to pot; that the TV freeze will end very soon; and that they will be among lucky ones to latch onto TV channels they spurned only a few years back.

For the simple fact is that, though NBC may have TV affiliates in all 63 TV markets (mostly non-exclusive because most are in one-station areas), mere 34 of NBC's 182 AM affiliates have local TV outlets. And 5 of these are NBC-owned.

In other words, very few heeded the advice urged upon them at NBC's convention in Atlantic City just 4 years ago: "Get into TV."

Among the AM affiliates, indeed, were several major ones who now frankly rue the day they actually turned in TV construction permits they once held!

"I told you so" recriminations weren't the order of the day at Boca Raton, of course, but NBC president Joseph McConnell did take occasion to recall Atlantic City and did advise:

"For those of you who haven't made up your minds yet, this is the time of decision. Maybe some of you think TV is too big for you, or that it is not economically possible in your market. Don't take that for granted. Look into the facts closely and carefully. Weigh the risks and consider the rewards if you do go in, and the results if you stay out.

"If there is a prospect for developing a profitable TV operation in your market, find out about it and make the right decision. It will probably be the most important decision you will ever have to make."

* * * *

Of NBC's 150-odd "have nots", it's now fair to assume that all, or nearly all, will be applicants for TV channels, if they're not already. And to encourage their serious consideration of uhf, where vhf may not be available, an RCA-NBC crew had a working uhf transmitter installed a mile or so from convention hotel, with eight 21-in. RCA sets equipped with external converters yielding excellent pictures.

Chief questions asked, of course, were: (1) How effective is uhf? (2) How much will it cost me to go into TV? There were many ifs & buts, of course, but the answers in simplest terms were:

(1) Uhf works like a charm, particularly over certain kinds of favorable terrain. For details, read the chapter titled "Television's New Horizons" in new RCA booklet just off the press, titled "The Story of Television".

(2) Basic transmission equipment for a new TV station, either vhf or uhf, costs anywhere from $150,000 upward. Other factors, such as studio equipment and real estate, are as variable as in radio -- though generally much more costly.

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And to get ideas how to get going, what it costs, etc., RCA-NBC placed their operating and research experience at affiliates' disposal -- and of course there's the obvious advice that they consult existing stations in comparable markets.

* * * *

"Are all those bullish stories about skyrocketing grosses, neat profits and tremendous advertising impact really true or merely ballyhoo?" a group of "have nots" asked one of NBC's top vice presidents, "or is the press, particularly Television Digest, just whooping things up to build TV at expense of our radio business?"

Before the 3-day convention ended Friday, there were plenty of statistical and other answers to add to the many we've published over the last few years. The answers came not only from a super-confident NBC hierarchy, exuding all the cockiness of a winning team, but from still more testimony of the "haves". For example:

McConnell told a newsman that by 1955 the telecasting industry as a whole will enjoy billings, including programs and production, of a cool $1 billion -- making it by all odds the No. 1 medium.

This year alone, he said, national TV network & national TV spot time, plus program sales, will run $325,000,000. That doesn't count local.

Compare that with the $350,000,000 in AM network & national spot (plus programs) as estimated by McConnell for this year. He further frankly told the convention that NBC-radio last year earned a profit of $3,500,000, but this year will lose $500,000 and next year is expected to lose $1,000,000.

Not that he or anyone else at NBC wants to sell radio short; indeed, much of convention was devoted to pep talks about radio's future, including plans for spending $500,000 to "merchandise" network radio and to hold hard-won gains of 25 years.

Proposed readjustments of station rates was a major topic, but that's another long story -- involving many ramifications too thoroughly treated in your radio trade press to require space here.

* * * *

McConnell verified our recent report that the NBC-TV network, quite aside from its own nicely profitable stations, is now slightly in the operating black (Vol. 7:46). But he said the margin is still much too narrow to reduce the 24 hours of so-called "free time" per month now required of affiliates. Those 24 hours still don't pay off the high cost of interconnection and kinescope services, he said.

NBC's youthful president is the one topkick in the RCA army, let alone the whole field, who has consistently insisted that network TV can be made to pay -- though he's quick to say, as did CBS-TV vice president Joseph Ream not long ago (Vol. 7:36), that real profits in TV as in radio must come from owned stations.

It's well known now that only a handful of stations among the 108 on the air are still in the red, and it's now a fact that any with gross revenues under $1,000,000 are exceptions. There are several "pushing" $5,000,000 grosses, and NBC's New York key WNBT is reliably said to be enjoying current billings in excess of an $8,000,000 rate (Vol. 7:36).

* * * *

TV stations are becoming increasingly reluctant, quite understandably, to divulge their gross and net figures -- but enough of these are being disclosed to give a pretty good idea of the trend. McConnell himself, for example, cited the case of a TV station "north of Chicago" which he told the convention reaped sales of about $2,000,000 during 10 months of this year, thus probably earned profit before taxes of at least $850,000. Year's gross profit, he calculated, should about equal the station's original investment.

Reference obviously was to Milwaukee's WTMJ-TV, one of first to hit the black -- and there was much conjecture why McConnell singled out this one for such publicity, albeit in closed session. It's understood Milwaukee Journal and WTMJ are subject of article in forthcoming Fortune, citing these and other statistics.

Another pioneer station, which we're not free to name, admitted in corridor conversation that its gross will go well over $2,000,000 this third year of operations; it's alone in a major Midwest market. Another, in a very much smaller market

and as yet non-interconnected, boasted that it's currently operating at a gross rate of $1,800,000, will actually do $1,500,000 this year, expects to achieve $3,000,000 within 2 years.

Exactly what TV stations did financially in 1950 will be known in about two weeks when FCC issues official report, with breakdowns on the 93 non-network-owned stations. Commission will do for TV what it has long done for AM & FM (which report will include) -- analyzing operations in terms of: (1) Capital and operating costs. (2) Revenues -- national, local, network. (3) Profits before taxes.

As for mounting valuations on TV franchises, auguring what will turn out to be a mad scramble for such golden facilities when freeze ends, there's case of an AM-TV combination in a major Midwest market (not Chicago) whose chief owner said he had recently turned down an offer of $9,000,000!

FCC SETTLING DOWN TO FREEZE PARLEYS: FCC mounts first full-scale attack on freeze next week, having set aside 2 full days for job. Where freeze goes from there, and how fast, depends very considerably upon whether FCC "buys" staff's work to date.

Discussions will cover gamut of issues, from general principles to specific allocations. Target date for final decision is Feb. 1, with grants to start April 1, according to Chairman Coy, who gave those dates to Baptist convention in Washington this week. Some at FCC agree dates are "targets", but consider them optimistic. Next week should produce better basis for guesstimates.

Though Commission is preoccupied with decision-making process, it has had "open door" for suggestions on handling applications post-freeze. Last week, Communications Bar Assn. came across with first industry recommendations:

(1) Adopt the "one pot" theory in mixed vhf-uhf cities and consider all applications and channels together -- unless applicant stipulates vhf or uhf only.

(2) Give 60 days for filing new applications and amending those on file.

(3) Provide "cut-off" date at end of those 60 days -- no applications filed thereafter to be allowed into hearings with those already on file.

(4) Extend from 20 to 40 days the "protection" afforded applicants set for hearing. Present rules permit applicant to join hearing any time up to 20 days before start of hearing.

Bar Assn. made no recommendation on how to handle those applications which went through hearings before freeze. Commission sources don't even speculate about chances for special consideration for these, but one particularly well-informed industry attorney says: "Not a chance. They'll start from scratch with everyone else. Those hearings are 3-4 years old. In some cases, the channels they were seeking won't be there; people die; finances change; engineering is brand new; programming is entirely different. What else can the Commission do?"

* * * *

Question of adequate materials for station construction was raised during Baptist convention, and RCA's A.R. Hopkins ventured there would be some shortages in late 1952, early 1953. But he said he was figuring on some 200 TV grants during first full year after end of freeze -- an unusually optimistic forecast.

Coy foresaw no greater materials bottleneck than the delays caused at FCC by numerous hearings, limited manpower. He expected 1000-1200 stations to be built by end of 1956 -- assuming no worsening of materials situation.

* * * *

The "satellite" idea has piqued imaginations of more people since Comr. Sterling commented favorably on them in recent speech (Vol. 7:44). Satellites are simply stations serving small or sparsely populated areas -- programmed solely by network or big-station feeds. Asked about such stations by Baptist group, Coy's answer was definitely negative:

"You can't get local expression that way. That is more important than merely adding a lot of people to the service area of some big-city station. We must first see whether channels are taken up by regular stations in these small towns. What would happen if we parceled out these channels now, only to find later that people are ready to build regular stations in these towns?"

NETWORK EXTENSIONS ACCELERATING: When new TV markets open, will AT&T be far behind? As new stations go on air, will they be able to tap immediately into TV's microwave-coaxial arteries for infusion of network programs? What's more, when can existing non-interconnected stations expect boost network service always brings?

There are no blanket answers to those, naturally, but there's reason to believe AT&T may make somewhat better time than it has officially indicated so far. Ever-conservative AT&T is last one to stick out its neck, always beats completion dates by weeks or months -- as it did with Omaha-San Francisco link (Vol. 7:36).

Three main extensions to existing markets are currently in works: (1) Kansas City to Oklahoma City, Tulsa, Ft. Worth, Dallas, San Antonio and Houston. (2) Jackson, Miss., to New Orleans. (3) Jacksonville to Miami.

"Second half of 1952" has been AT&T's official estimate for completion of those links. But this week, Carl Wideberg, eastern mgr., Long Lines Div., told Nov. 27 meeting of Southern Baptist Convention in Washington that he hoped extensions would be completed in 6 months. Queried after meeting, he said target is actually Oct. 1, but "we hope to do it in 6-8 months. We'd like to have them operating by time of the political conventions next year [July]."

Some AT&T engineers are very dubious about the "6 months" estimate, saying Oct. 1 still looks like the date. FCC's common carrier experts venture that Miami could be linked "in very short order -- about 2 months" since coaxial is now in; that October may or may not be good guess for other 2 extensions. There's this exception: Dallas could conceivably be fed via coaxial from Jackson "in couple months" if AT&T released channel currently used for telephone maintenance.

Sometimes forgotten in considering new links is fact some are going through sizable non-TV cities. Virtually everyone knows microwave hits Denver, but not so well known is fact it also passes through Sacramento, or that extension from Kansas City will hit Wichita and Austin.

It isn't mere flip of the wrist, however, to tie in even these new cities. According to AT&T engineers, company must have adequate prior notice for time to install terminal equipment and local loops.

* * * *

How fast AT&T can get to other markets not on its announced agenda depends primarily on these criteria, according to AT&T spokesman:

(1) Prior notice. "The minute a station operator has any idea when he'll want service, he should come to us. Only then can we plan."

(2) Equipment availability. "There's no limitless stockpile of microwave and coaxial equipment. It has to be built. We have to know how much to build."

(3) Distance and "density". Lonely station, hundreds of miles from existing network facilities, undoubtedly has long wait. On other hand, group of big-city stations within 50-100 miles of each other are bound to get snappy action. But AT&T insists "a 3-hop microwave relay may very well take no longer than a single hop."

Privately owned microwave relays, operated by stations themselves, are another possibility. FCC will still grant them, but warns stations they must be prepared to amortize them quickly by time AT&T brings service to town. Operating such links today are: WTTV, Bloomington; WJIM-TV, Lansing; WKZO-TV, Kalamazoo; WSM-TV, Nashville; WSAZ-TV, Huntington.

Another technique for "anticipating" AT&T is that of picking neighboring station's signal off air -- as do San Diego's KFMB-TV and Grand Rapids' WOOD-TV.

TV MONEY LURING MORE 'A' PICTURES: Top-Hollywood-films-to-TV issue continued toward climax this week with disclosure that one of most important independent producers of "A" pictures -- David O. Selznick -- is offering some of his best and not-too-old properties for showing on TV screens (Vol. 7:31).

Other first-grade pictures were finding their way to TV, meanwhile, via the bank foreclosure route -- some at prices hitherto regarded as fantastic. Big movie studios, still withholding their old films, were watching heavy coin change hands, possibly mulling this $64,000 question: Can TV pay the price?

And cries of anguish, predictions of impending doom were emanating from the theatre owners, who would suffer most from any large-scale release of films to TV.

Most significant film deal to date -- if it comes off -- will be release of 12 big Selznick films to TV for $2,000,000 for 4 showings in 2 years in 63 markets. If Selznick gets what he wants, more producers undoubtedly will be convinced that TV income is worth "making the break."

Deal includes "Third Man," "Since You Went Away," "A Bill of Divorcement," "Intermezzo," "Rebecca," "Portrait of Jennie," "I'll Be Seeing You," "Spellbound."

Selznick has granted 90-day option on films to Bruce Eells & Associates, transcription firm, according to Nov. 28 Variety. Eells, says Variety, "is tied in the deal with some of the biggest men in the radio-tele station field. They include Tom O'Neil, head of Yankee Network; Frank Schreiber, WGN & WGN-TV, Chicago, and George Storer [owner of 4 TV stations]."

This group is trying to set up organization of TV stations to finance purchase of the 12 films, and possibly also some films-for-TV to be made by Selznick. Says Variety: "Difficulty is...that the sum is far beyond what the best of features now available for tele are bringing. The $2,000,000 would average about $166,000 per film. With 63 markets available...the average cost per station would be about $2650. Since even the big New York stations pay only about $2000 per picture, Selznick's demand is considered high."

* * * *

More "A" features are coming to TV from the banks, which aren't particularly concerned with problems of producer-exhibitor relationships and movies-vs.-TV. What they're interested in is recouping their losses, and TV sponsors' money is just as good as anyone else's. Matter of fact, there are some who feel it's natural for banks to look to new medium to help recover their investments in big films that did not pay their way at the boxoffice.

Highest priced film-to-TV deal to date resulted from recent bank auction. Charles Weintraub's Quality Films, of Hollywood, this fall bought TV rights to some 58 pictures from New York's Chemical Bank & Trust Co. Quality recently leased 26 of them to DuMont for 3 runs in 20 markets at whopping price of $1,800,000.

A top feature film can net about $64,000 on TV if it's shown in 64 markets and proper sales methods are used, Weintraub estimates -- taking issue with George T. Yousling, v.p. of Los Angeles' Security-First National Bank, who holds that the most a film can reap from TV is $20-25,000 (Vol. 7:46).

Evidently plenty others disagree with Yousling. Bank of America is putting up some 25 high-budget theatre films for auction to TV. Some were produced as late as 1947 and feature James Stewart, Jane Wyman, Charles Boyer, John Garfield.

* * * *

Strongest opponents of feature-films-to-TV, of course, are the theatre owners. Unanimously, they see disaster lurking in any such move. The authoritative Motion Picture Herald put this question to several hundred exhibitors, large and small, rural and urban:

"What would happen to your business if the producers were to sell motion pictures made for theatres for use on TV (either regular or subscriber-fee TV)?" Here are some typical replies:

"Ruinous." "It would close our doors." "A crusher -- to both producers and exhibitors." "Theatre business would be destroyed." "Mediocre TV programs have been responsible for our inability to operate at a profit. Improvement of these programs would be even more disastrous." "Pictures should be at least 3 years old before being shown on TV." "If [TV stations] ever get quality pictures, even as old as 3 years -- brother, we are in trouble!"

From 25% to 90% of theatres would be shut down if Hollywood pictures were sold freely to TV, exhibitors variously estimated.

Theatre owners themselves -- especially big chains -- have grandiose plans for TV -- theatre TV, that is. Oft-expressed wish of the exhibition magnates is to

revive the "2-a-day" on nationwide basis, with "stage shows" via big-screen TV to supplement film fare simultaneously in hundreds of cities.

This idea may get 2 tests before Christmas. Fabian chain hopes to pipe Judy Garland's hit stage show from New York's Palace to theatres in the hinterlands via closed circuit. And Nathan Halpern's Theatre Network TV is known to be working on similar plan involving Radio City Music Hall's annual Christmas pageant. One of the biggest obstacles in both cases is negotiating pay scales with talent unions.

FCC CHAIRMAN WAYNE COY commended efforts of telecasters "who have initiated the movement for a realistic and effective code for TV," speaking at Nov. 27 meeting of Radio Comission of Southern Baptist Convention in Washington. Code is scheduled to be formally adopted at NARTB TV board meeting in Washington Dec. 5, which will be followed Dec. 6-7 by meetings of full board.

Mr. Coy told Baptists that Commission received 448 complaints regarding TV & radio last month. "In TV," he said, "chief cause of complaint pertained to indecency, obscenity or profanity. This elicited 76 complaints out of a total of 149, or 51%." Advertising of alcoholic beverages led all radio complaints, totaling 240 out of 299, or 83%, but for TV these complaints totaled only 48 out of 149, or 32%. Only 5 of the TV complaints alleged refusal to grant broadcast time for expression of particular points of view (vs. 9 radio complaints), none charged attacks on religious faiths (vs. 4 on radio). "I believe," FCC chairman declared, "that a conscientious effort on the part of the industry would be sufficient to clear up 99% of the offensive material on the air."

In response to question from floor, Mr. Coy said telecasters are sensitive to public protests, expressed hope that TV code will "achieve better results" than radio code. "There are only 108 TV stations, compared with some 2500 radio stations. Therefore, these relatively few TV stations may be able to set a standard which new stations will be able to follow," he said. "It's a lot different from trying to get agreement among 2500 stations."

Patent No. 2,571,386, granted RCA chairman David Sarnoff and described in October *Official Gazette* of U. S. Patent Office, covers an "automatic early warning system" for national defense. System, says RCA, "combines the principles of TV, radar, microwave relay and the latest methods of detection and direction-finding." Patent involves string of planes relaying information to a central headquarters, includes: (1) Method of dispatching fighter aircraft, directing them to enemy planes, etc. (2) Method of intercepting control signals of enemy guided missiles and jamming them or "counter-controlling" the missiles. (3) "An improved radar fence with a greater depth of protected area." For peacetime service, system is designed to transmit TV, Ultrafax, etc., overseas. Gen. Sarnoff first mentioned possibility of using chain-of-planes for transoceanic TV during unveiling of Ultrafax (Vol. 4:43).

New appointments in FCC's Broadcast Bureau, which have been in effect for months, were announced officially this week: Broadcast Bureau—Lavelle W. Hughes, administrative asst. TV Facilities Div.—Joseph N. Nelson, chief, applications branch; Hart S. Cowperthwait, chief, technical branch. Aural Facilities Div.—David S. Stevens, chief, new & changed facilities branch; Wallace E. Johnson, chief, existing facilities branch; Bruce S. Longfellow, chief, allocations branch. Renewal & Transfer Div.—Walter R. Powell, chief, transfer branch; Sol Schildhause, chief, renewal branch; LeRoy Schaaff, chief, compliance branch. Hearing Div.—Robert J. Rawson, asst. chief. Rules & Standards Div.—Arthur Scheiner, asst. chief.

SWEEPING PATENT-DISCLOSURE rule proposed by FCC this week is designed to enable Commission to fulfill its anti-trust duties under Communications Act, according to Commission sources. Proposal is undoubtedly aftermath of lengthy grilling FCC gave RCA, concerning its patent pool and licensing procedures, during color hearing (Vol. 6:18-19), but there's serious question whether Commission is equipped to give subject kind of attention it presumably wants to. It has but one attorney, William Bauer, with lengthy patent experience.

Just how extensive rule would be is apparent from reading of proposal (Public Notice 51-1151, Doc. 10090), which covers just about everyone and every patent concerned with any service under Commission's jurisdiction. On each patent, FCC would require lists of uses, licensees, agreements and statement of licensing policies.

Comments and briefs on proposed rule will be accepted until Jan. 5, after which Commission will consider whether to conduct oral argument.

Exclusive use of TV Channels 5 & 6 (76-88 mc) and FM Channels 251 to 300 (98-108 mc) by Mutual Telephone Co. of Hawaii is contemplated in notice of proposed rule-making (Public Notice 51-1166, Doc. 10094) issued by FCC this week. Phone company had petitioned Commission on June 8, 1951, claiming that cables couldn't be used and that it achieved unsatisfactory results in tests of 30-50 mc, 460 mc, 2000 mc, 3700 mc and above. Company says new allocation would leave plenty of TV and FM channels for "full and ultimate development" of the services in Hawaii. FCC's proposed allocation plan (see *TV Factbook No. 13)* includes no assignments on Channels 5 or 6; no FM stations are operating or applied for in Hawaii. FCC will accept comments on proposal until Jan. 11, replies 20 days later.

Famed, bitter Richards case (Vol. 7:22, 24) came to close this week, with FCC's renewal of licenses of 3 stations owned by late G. A. (Dick) Richards—KMPC, Hollywood; WJR, Detroit; WGAR, Cleveland. Commission ruled that Richards' death, May 28, 1951, rendered moot the question of whether he directed that newscasts be slanted, and accepted statement of Richards' widow to effect stations would adhere to "an exemplary code" in future operations. Comrs. Coy and Hennock concurred, but said they wanted it made clear they frowned on "conduct which manifests a disregard of the goal of objectivity in news presentation . . ." Comr. Walker dissented on grounds hearing examiner should have issued findings and conclusions before Commission decided whether to dismiss case.

NTSC compatible color field test specifications, which NTSC hopes will prove satisfactory for submission to FCC in shape of proposed standards early next year, are reprinted and included herewith *(Supplement No. 75)* in handy form for use of technical staffs.

How FCC's technical "detectives", in Monitoring Division, track down outlaw stations is subject of 2-part article by Robert M. Yoder, starting in Dec. 1 *Saturday Evening Post.*

To test FM pulling power, Zenith's national hearing aid spot campaign employs identical transcriptions for AM and FM stations, but asks listeners to write to different box numbers.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 1755
Supplement No. 75
December 1, 1951

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All-Industry Participation

NTSC Color Field Test Specifications

Technical Details of Signal to Be Tested During Forthcoming Months

Released for Publication Nov. 26, 1951, by Dr. W. R. G. Baker, Chairman, National Television System Committee

NATIONAL Television System Committee (NTSC) this week released detailed technical specifications of the signal to be used in field tests of compatible color TV. Among stations to broadcast the test signals during forthcoming months are:

RCA-NBC's WNBT, New York, using experimental call letters KE2XJV on Channel 4; DuMont's KE2XDR (708-714 mc), New York, employing signals originated by station and signals microwaved to station from Little Neck, L. I., by Hazeltine Electronics Corp.; Crosley's WLWT (KQ2XBO), Cincinnati, Channel 4; GE's KE2XHX, Syracuse, using any desired vhf or uhf channel; RCA-NBC's WNBW (KG2XDE), Washington, Channel 4; RCA-NBC's KG2XAK (529-535 mc) and KG2XCY (850-856 mc), Bridgeport; Philco's WPTZ (KG2XDU), Philadelphia, Channel 3; Zenith's KS2XBS (Channel 4) and KS2XBR (512-528 mc), Chicago.

In releasing the information, NTSC chairman Dr. W. R. G. Baker stated that the specifications were unanimously adopted by the Committee, which consists of technical experts of the industry. The specifications will serve as the basis of tests to investigate field performance of compatible color TV.

The purpose of publishing the specifications in the technical press is to permit all segments of the radio-television industry, manufacturers, consulting engineers, broadcasters, servicemen, amateurs and experimenters to participate in the tests. Reports of such participation are solicited and should be sent to Dr. Baker, care of the General Electric Co., Electronics Park, Syracuse.

The test specifications are divided into 2 groups—first comprising the FCC standards now authorized for black-and-white TV service; second consisting of supplementary specifications relating to the transmission of color values.

The full text of the specifications follows:

TEST SPECIFICATIONS—GROUP I
(Summary of FCC Standards)

(1) The image is scanned at uniform velocities from left to right and from top to bottom at 525 lines per frame, 60 fields per second, interlaced 2-to-1.

(2) The aspect ratio of the image is 4 units horizontally and 3 units vertically.

(3) The black level is fixed at 75% (± 2.5%) of the peak amplitude of the carrier envelope. The maximum white (brightness) level is not more than 15% of the peak carrier amplitude.

(4) The horizontal and vertical synchronizing pulses are those specified in Appendix I of the *FCC Standards of Good Engineering Practice Concerning Television Broadcasting Stations* (for black-and-white transmissions, dated Dec. 19, 1945, as amended Oct. 19, 1950), modified to provide the color synchronizing signal described in Specification 21 (Group II).

(5) An increase in initial light intensity corresponds to a decrease in the amplitude of the carrier envelope (negative modulation).

(6) The television channel occupies a total width of 6 mc. Vestigial-sideband amplitude-modulation transmission is used for the picture signal in accordance with Appendix II of the *FCC Standards of Good Engineering Practice.*

(7) The sound transmission is by frequency modulation, with maximum deviation ± 25 kilocycles, and with pre-emphasis in accordance with a 75-micro-second time constant.

(8) The radiated signals are horizontally polarized.

(9) The power of the aural-signal transmitter is not less than 50% nor more than 150% of the peak power of the visual-signal transmitter.

TEST SPECIFICATIONS—GROUP II
(Supplementary)

(10) The color signal has the following composition

$$E_m = E'_y + \frac{1}{1.14}\left\{\frac{1}{1.78}(E'_B - E'_y)\sin\omega t + (E'_R - E'_y)\sin(\omega t \pm 90°)\right\}$$

where

$$E'_y = 0.59\,E'_G + 0.30\,E'_R + 0.11\,E'_B$$

Notes: In this expression the symbols have the following significance:

E_m is the total video voltage, corresponding to the scanning of a particular picture element, applied to the modulator of the picture transmitter.

E'_y is the gamma-corrected voltage of the monochrome (black-and-white) portion of the color signal, corresponding to the given picture element. This signal carries all of the luminance information.

E'_G, E'_R, and E'_B are the gamma-corrected voltages corresponding to the green, red and blue signals intended for the color picture tube, during the scanning of the given picture element.

ω is 2 π times the frequency of the color carrier. The phase reference of this frequency is such that the color synchronizing signal (See Specification 21 below) corresponds to an amplitude modulated signal of the form cos ωt. t is the time.

The plus or minus sign (±) near the end of the expression indicates that the phase of this component is alternately advanced and retarded by 90 degrees on successive scanning fields with respect to the stationary color phase alternation axis (see Specification 20 below).

The portion of the expression between brackets represents the color subcarrier signal which carries the chromatic information.

It is recommended that field-test receivers incorporate a reserve of 10 db gain in the chromatic channel over the gain required by the above expression.

(11) The primary colors referred to by E'_R, E'_G, and E'_B have the following chromaticities in the I. C. I. system of specification:

	x	y
Red (R)	0.67	0.33
Green (G)	0.21	0.71
Blue (B)	0.14	0.08

(12) The color signal is so proportioned that when the color subcarrier vanishes, the chromaticity reproduced corresponds to illuminant C (x = 0.310, y = 0.316).

(13) Gamma correction is such that the desired pictorial result is obtained on a display device having a transfer gradient (gamma exponent) of 2.75. However, the equipment used is capable of an overall transfer gradient of unity. The voltages E'_y, E'_R, E'_G and E'_B in the expression in Specification 10, above, refer to the gamma-corrected signals.

(14) The color subcarrier frequency is 3.898125 mc ±0.001%, with a maximum rate of change not to exceed 1/3 cycle per second per second.

(15) The horizontal scanning frequency is 2/495 times the color subcarrier frequency. This corresponds to 15,750 cycles per second.

(16) The bandwidth assigned to the monochrome signal E'_y is in accordance with the FCC standard for black-and-white transmissions, as noted in Specification 6 above.

(17) The bandwidth assigned prior to modulation to the chromatic signals $(E'_B-E'_y)$ and $(E'_R-E'_y)$ is not less than 1 mc at 6 db attenuation. A gradual cutoff characteristic is used.

(18) The bandwidth assigned to the modulated color subcarrier extends to at least 1 mc at 6 db attenuation below the color subcarrier frequency and to at least 0.4 mc at 6 db attenuation above the color subcarrier frequency.

(19) To assure that all the components of the color signal shall coincide in time at the second detector of the receiver, delay compensation is used such that a sinewave, introduced at the transmitter color-signal input terminals, produces a radiated envelope having a relative time delay vs. frequency characteristic within +30% and 0% of that specified in Fig. 13 of RMA report TS 1.2-3005-A (Figure I herewith), except that the ordinate scale may be multiplied by a factor of 1.0 to 1.5.

(20) The color phase alternation implied by the (±) sign in Specification 10 is such that the color subcarrier phasor representing $(E'_R-E'_y)$ shall lead the phasor representing $(E'_B-E'_y)$ during the scanning field following the vertical sync pulse in diagram (1) of Appendix I of the *FCC Standards of Good Engineering Practice Concerning Television Broadcasting Stations*, Dec. 19, 1945, and shall lag following the vertical sync pulse shown in diagram (2) of that Appendix. The stationary axis of the color phase alternation corresponds to the $(E'_B-E'_y)$ phasor.

(21) The color synchronizing signal is that shown in Fig. II. This signal corresponds to amplitude modulation of a continuous sinewave of frequency $\omega/2\pi$.

(22) Signals outside the assigned channel shall be attenuated at least 60 db below the peak visual signal amplitude.

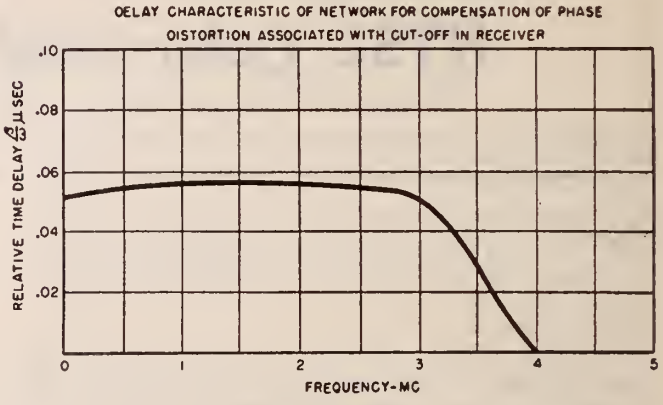

Fig. I

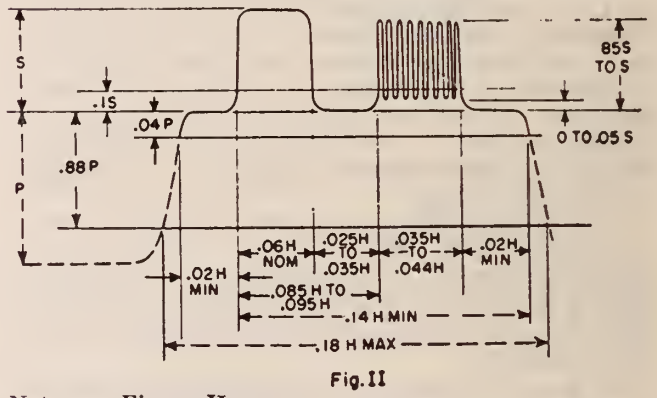

Fig. II

Notes on Figure II:

(1) This waveform is that which exists at the studio before transmission over limited bandwidth circuits.

(2) The burst frequency shall be 3.898125 mc ± 0.001% with a maximum rate of change not to exceed ⅓ cycle per second per second. The horizontal scanning frequency shall be $\frac{2}{495}$ times the burst frequency.

(3) The burst follows each H. pulse. It is omitted following the equalizing pulse and during the broad vertical pulse.

(4) Vertical blanking 0.07 to 0.08V.

National Television System Committee Membership

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Vice Chairmen—D. G. Fink, Electronics Magazine; D. B. Smith, Philco Corp.; Dr. E. W. Engstrom, RCA.
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Tele-tone Radio Corp.—M. L. Levy.
Westinghouse Electric Corp.—Ralph M. Harmon.
WMAR-TV, Baltimore, Md.—E. K. Jett.
Zenith Radio Corp.—Joe Spindler.

Telecasting Notes: One of radio's most venerable programs, 21-year-old *Carnation Contented Hour* on NBC, ends in January, dropout attributed to TV since Carnation is making *Burns & Allen* show weekly instead of bi-weekly; another top-rated program, General Food's (Maxwell House) *Father Knows Best*, on CBS for 2½ years, also leaves air first of year, its budget going to bolster *Mama* on CBS-TV . . . Gian-Carlo Menotti's 50-min. religious opera *Amahl and the Night Visitors*, commissioned by NBC 2 years ago, will be premiered by NBC-TV during Christmas holidays. Menotti is now casting for 10-year-old Amahl . . . CBS-TV is promoting summer time sales with 50-page presentation titled *It Takes Four Quarters to Make a Dollar*, pointing out that all major CBS-TV advertisers remained on air this July and August, retained large audiences—"in many cases larger than the average for the October-April season"—while getting 10% annual discount by buying 52 weeks. Discount means advertiser gets 5.2 weeks free out of 8 during summer, says CBS . . . WGN-TV, Chicago, signs to carry certain CBS-TV shows for which WBKB can't clear time; *Chicago Tribune* station remains basic DuMont outlet, however . . . Good example of TV as against radio personnel (and cost) requirements: Gulf's *We the People* needed staff of only 45 for radio version, now uses up to 194 for TV . . . Western Reserve U courses in psychology and literature over WEWS, Cleveland, have attracted audience of some 50,000 on 27,500 sets, according to Dean John P. Barden, who announced new series will begin Dec. 17 and March 17 . . . Radio Televisao Paulista, second outlet in Sao Paulo, Brazil, licensed to publisher Jao Baptista of *Sao Paulo Recorde* on Channel 9 (Vol. 7:42), began air tests Nov. 22, with "excellent reception," plans start of regular programming Dec. 24, reports consulting engineer Joe Herold . . . KNXT, Los Angeles, Dec. 1 raised base hour rate from $1200 to $1500, one-min. from $225 to $300 . . . WBTV, Charlotte, effective Jan. 1, raises base hour rate from $400 to $500, one-min. from $65 to $110.

Personal Notes: Fred M. Thrower, ex-ABC v.p. in charge of TV sales, named v.p. in charge of CBS-TV sales, succeeding David V. Sutton, resigned; Arthur E. Duram, CBS-TV sales mgr., joins Fuller & Smith & Ross Inc. as TV-radio director . . . Harold Burke Dec. 31 resigns as mgr., WBAL & WBAL-TV, Baltimore, and Victor F. Campbell has been named program director, Hearst Radio Inc., under v.p. D. L. Provost . . . D. Lennox Murdoch promoted to mgr. KSL-TV, Eugene M. Halliday to mgr. KSL, Frank B. McLatchy to mgr. regional network being formed by KSL . . . Harry R. Lipson promoted to new post of general sales mgr., WJBK & WJBK-TV, Detroit . . . Sylvester L. (Pat) Weaver, NBC-TV v.p., subject of "Business and Finance Leaders" sketch in Nov. 26 *New York Herald Tribune* . . . James M. Orchard, ex-program director, KOTV, Tulsa, joins Paramount Television Productions Inc. . . . Arthur B. Donegan named mgr., ABC publicity dept. . . . Paul Huth, acting mgr. of media dept., Procter & Gamble, named director of media as of Dec. 1 . . . James Neu, ex-CBS attorney in New York and Washington, joins Marshall F. Kiser in new law firm of Kiser & Neu, Plymouth, Ind. . . . Samuel Northcross promoted to v.p. & business mgr., TV dept., William Esty Co. . . . Robert C. Wood, ex-TV-radio director, Victor Van der Linde Co., N. Y. agency, named Chicago national sales rep, Fort Industry Co. (Storer) stations, succeeding the late Reynold Kraft . . . Dr. Max Jordan, ex-NBC foreign correspondent, to be ordained Catholic priest Dec. 8 in Wurtemberg, Germany.

Elias I. Godofsky, 39, owner WHLI, Hempstead, L. I., former operator of WLIB, New York, died Nov. 27 of heart attack while driving car.

Station Accounts: Electric Companies Advertising Program (group of electric light & power companies) buys new film series of half-hour dramatic shows for presentation on 31 TV stations starting last week in Jan., thru N. W. Ayer & Son, N. Y. . . . J. Wiss & Sons Co. (shears, scissors) sponsoring DuMont network show *Hands of Destiny* on WABD, N. Y., Tue. 10-10:30, thru Ellington & Co., N. Y. . . . Heet Div. of Demert & Dougherty, Chicago, planning campaign for its Ice Breaker (windshield de-icer) & Cleeron (plastic spray for ignition systems), thru Ruthrauff & Ryan, Chicago . . . Cribben & Sexton for its 1952 Universal Gas Range, signs Sarra Inc. to produce 20-sec. and one-min. spots . . . Eastside beer sponsoring *Boxing from the Olympic* on KTLA, Hollywood, alt. Tue. 10 p.m. to finish . . . Among other advertisers reported using or preparing to use TV: Beam Products Co. Inc. (Silver Polish'n Plate & Beam Crystals), thru Ritter, Sanford & Price Inc., N. Y.; Rustaway Corp. (Metalure polish & cleaner), thru Blackstone Co., N. Y.; Shave-Less Products Corp. (Shave-Less talc-cream), thru Harry Paul & Associates Adv. Agency, Boston; Fisk-Gillette Tires, Div. of U. S. Rubber Co. (Fisk tires), thru Fletcher D. Richards Inc. and Robert Otto & Associates, both N. Y.; Fisher Brewing Co. (beer), thru Gillham Adv. Agency, Salt Lake City; Lennox Furnace Co. (gas, oil, coal heating systems), thru Henri, Hurst & McDonald, Chicago; SOS Co. (Tuffy dishwashing aid), thru McCann-Erickson, San Francisco; Beloit Dairy (Old Fashioned ice cream), thru Cruttenden & Eger Adv. Agency, Chicago; Hershel California Fruit Products Co. (Contadina tomato paste), thru Brisacher, Wheeler & Staff, Los Angeles; Durkee-Mower Inc. (Marshmallow Fluff), thru Harry M. Frost Co., Boston; Pan American Coffee Bureau (coffee), thru Cunningham & Walsh, N. Y.; Dearborn Stove Co. (stoves & coolers), thru Rogers & Smith, Dallas (WDSU-TV).

Network Accounts: S. C. Johnson & Son Inc. (Johnson's wax products) starts alt. week sponsorship of *Robert Montgomery Presents* Jan. 7 when show goes weekly on NBC-TV, Mon. 9:30-10:30; time is being vacated Dec. 10 by Tintair's *Somerset Maugham Theatre* . . . Susquehanna Waist Co. (Ship'n Shore blouses) Dec. 18 takes 8:15-8:30 portion of *Frank Sinatra Show* one time on CBS-TV, Tue. 8-9, thru Mervin & Jesse Levine Inc., N. Y. . . . Longines-Wittnauer Watch Co. joins one-shot Christmas Day sponsorships with holiday variety show on CBS-TV, Tue. 5:30-6, thru Victor A. Bennett Co. . . . Fred W. Amend Co. (Chuckles candy) Dec. 22 expands Midwest show *Hail the Champ* to 7 more stations on ABC-TV, Sat. 6-6:30, thru Henri, Hurst & McDonald, Chicago . . . R. J. Reynolds Tobacco Co. (Cavalier cigarettes) starts *My Friend Irma* Jan. 8 on CBS-TV, Tue. 10:30-11, thru Wm. Esty Co., N. Y. . . . Lucky Strike reported readying *Stop the Champ* on ABC-TV, Thu. 9:30-10, thru BBDO, N. Y.; show will originate from Army & Navy bases and feature amateur service boxers . . . Gruen Watch Co. moving *Gruen Guild Theatre* from ABC-TV, Thu. 9:30-10 to DuMont, time & date unannounced . . . Nash-Kelvinator Corp. (kitchen appliances) Dec. 8 cuts *Paul Whiteman TV Teen Club* to half-hour on ABC-TV, Sat. 8-8:30 . . . Kaufmann Bros. & Bondy Inc. (Kaywoodie pipes) has canceled plans for Dec. 9 one-shot from Hollywood on CBS-TV, Sun. 5-6.

"Aural radio will be a very great factor during the lives of all of us here." That was FCC Chairman Coy's response to query at Nov. 27 Washington TV conference of Radio Commission of the Southern Baptist Convention. "At one time," he added, "I thought aural radio was doomed. I've changed my mind. TV just isn't needed for such programs as news and good music—with the exception of Toscanini." He also looked for increased importance of FM.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 1755
Trade Report
December 1, 1951

PUZZLING ASPECTS OF TV TRADE PICKUP: TV industry's ablest minds are still baffled by these unanswered questions: How big is current trade upsurge? How good is today's "good business"? What happens after New Year's Day?

Production continues at relatively high levels. Factory inventory has been sliced, industry-wide, to less than 3 weeks' supply. Big brand-name manufacturers tell us their inventories are now insignificant. Philco, for example, says it has only 2-3 days' supply on hand at plant.

Yet industry leaders admit market has no real "zing". This feeling was evident at Nov. 27 meeting of representative TV-radio manufacturers' group with NPA.

There were few complaints about the slim allocations of materials for first quarter 1952 (Vol. 7:46). Indeed, some smaller manufacturers said they had good-size materials carry-overs from third to fourth quarter, and will carry some fourth-quarter materials and parts into 1952. One said he needs customers, not materials.

Big manufacturers, by and large, have depleted most of their inventories of materials, as well as finished sets. But they have plenty of tubes and components in stock -- no shortages. And those at NPA parley didn't seem very worried about materials for first half 1952. Their concern was directed at third quarter.

They asked NPA to try to shake loose more materials in third quarter, because of seasonal nature of TV-radio industry. NPA people replied there's strong possibility more steel and aluminum will be available then, but copper will be as seriously short as ever. (For other highlights of NPA meeting, see p. 11).

For first and second quarters, manufacturers seem resigned that there will still be selling job to do, despite stringent production cutbacks. As to present situation, one big manufacturer told us this week:

"Sure, factory inventories are going down, but they're not as meaningful as what's in the pipelines. If there's more than a million sets in wholesale-retail channels -- that's dangerous." Forthcoming Dun & Bradstreet October retail survey should provide some clues.

* * * *

TV factory inventories showed big 41,985 drop in RTMA statistics for week ended Nov. 24 -- down from previous week's 308,897 to 266,912, lowest since March 23 week (Vol. 7:13). Production of 100,103 TVs (4879 private label) was remarkably good for 4-day Thanksgiving week with its usual Friday absenteeism. Previous week saw 115,722 TVs produced.

Radio output went down to 171,563 (57,809 private label) from preceding week's 218,905. Factory inventory was 346,183, up about 8000 units. Week's radios were 117,823 home receivers, 12,873 portables, 40,867 auto.

RTMA's revised figures for first 10 months are 4,382,724 TVs and 10,953,201 radios. October TV output was revised upward to 411,867, radio downward to 874,723. These compare with 838,300 & 1,229,900 respectively for same 1950 month.

FACTS IN ADMIRAL-NORGE NEGOTIATIONS: Disclosure that Admiral Corp. is dickering to buy Norge Div. of Borg-Warner Corp. points up trend of TV-radio manufacturers to go deeper into lucrative white goods field as hedge against TV's seasonal nature.

All that's admitted by the principals is that negotiations are "under way".

Admiral isn't first TV manufacturer to cast sheep's eyes at Norge, one of "big 6" of home appliance field. RCA had been dickering for purchase of Norge with its ready-made line of quality white goods. And recently Addison Industries Ltd., Canadian TV-radio-appliance manufacturing and merchandising firm, tried to buy it but gave up because it felt price was too steep.

Norge is estimated to be sixth-ranking firm in home appliance industry, once turned out 10% of nation's household refrigerators, slipped to 6%. Admiral sells about 3½%. Norge is third in gas ranges, sixth in electric ranges.

These are most valuable assets Admiral would acquire, in opinion of source long familiar with appliance field and close to Norge operations:

(1) Top-notch distribution setup, with 72 independent distributors, serving 14,000 dealers. One of stipulations of sale, if it's consummated, will be that "Norge manufacturing and sales organizations be maintained as a separate division" by Admiral, Borg-Warner announced in statement confirming rumors of negotiations.

(2) Four plants, including modern range and washing machine factories in Eppingham and Heron, Ill., old refrigerator plant and service factory in Muskegon, Mich. Even with its new Galesburg, Ill. plant, Admiral reportedly makes but half its own refrigerators (buying balance from Seeger Refrigerator Co.), makes none of its own ranges.

(3) Entree into home laundry market via Norge's fast-selling new low-priced automatic washer. Norge also makes home freezers and electric water heaters.

(4) Valuable tools, dies, good NPA materials base for home appliances, many basic appliance patents. Frigidaire, which holds license from Norge to manufacture "Rollator" refrigerator motors, would become licensee of Admiral.

Topics & Trends of TV Trade: "Get tough" policy toward TV ad abuses has been adopted by Washington Better Business Bureau following complete collapse of BBB-newspaper-retailer self-censorship pact (Vol. 7:14). BBB told dealers, distributors, ad agencies and newspaper ad departments it plans to prepare evidence of unfair TV-radio-appliance advertising and turn it over to local and federal authorities for prosecution. BBB said many TV-appliance chains have violated last April's voluntary standards agreement or refused to make pre-publication corrections suggested by BBB, and consumers' complaints have increased steadily since last summer. "TV," said a BBB official, "is by far the worst offender." Meanwhile, Hartford, Conn., BBB issued code for TV-radio-appliance dealers and service men, developed with cooperation of local dealers. It covers such long-standing trouble spots as free offers, "floor samples," extra charges, guarantees & warranties, "bait offers," tube sizes, performance claims.

First factory-run service center handling all major appliances as well as TV-radio will be opened Dec. 3 by Westinghouse in Cleveland. Some 250 dealers will be served by 19,000 sq. ft. center at 4505 Euclid Ave. Consumers may call center direct or place service call through dealers. Big advantage of centralized servicing, says Westinghouse service mgr. L. K. Baxter, is that "it places responsibility for fast and satisfactory service in the hands of Westinghouse and frees dealers of this work, permitting the dealer to concentrate on doing a selling job."

TV-radio-phono manufacturers needn't compute new price ceilings under CPR 22 (Vol. 7:45). New amendment 4 to Supplementary Regulation 12 exempts most electronic end products makers from necessity of filing Capehart ceilings "so that [they] may avoid the double burden of computing ceiling prices under CPR 22 and later under a tailored regulation." Tailored regulation for TV-radio industry (Vol. 7:43) is expected early next year.

NARDA convention Jan. 13-15 at Chicago's Conrad Hilton (Stevens) Hotel, coinciding with Winter Furniture Market, will hear talks by RTMA president Glen McDaniel, Dr. Allen B. DuMont, Philco TV-radio sales v.p. Fred D. Ogilvy and Thomas F. Joyce, v.p. of Raymond Rosen & Co., Philadelphia RCA distributor.

Hoffman adds 2 new 20-in. sets to line, mahogany table at $299.95, blonde $309.95, and mahogany console, half doors, $399.95, blonde & maple $409.95. Slightly changed and repriced is 20-in. open-face console, $369.95 in mahogany, $379.95 in blonde. Rest of line is unchanged, except for "minor escutcheon alterations."

Trade Miscellany: Some 200 manufacturers' representatives expected to be present for space drawing in New York Dec. 14 for 1952 Electronic Parts Show, scheduled May 19-22 in Chicago's Conrad Hilton (Stevens) Hotel . . . John Meck Industries now becomes John Meck Industries Div. of Scott Radio Laboratories Inc. under recent merger (Vol. 7:46) . . . Trans-Vue Corp., sales agency for Jackson Industries Inc., has purchased inventories and tools of Tele-Tune booster antenna from City Tool Accessories Corp., Chicago, expects to turn out 300,000-350,000 booster antennas in next year . . . J. H. Keeney & Co., coin-machine firm, 2600 W. 50th St., Chicago, reported planning to manufacture home and coin-operated TV sets, with sample run of 25 sets, 30-in., scheduled in "few weeks" . . . Scott adding 2 blonde combinations to line, 17-in. Stuart at $695 and 20-in. Selkirk, $725 . . . RCA has added Caldwell, Model 17-T-162, to line—open-face console, 17-in. rectangular, $349.50 in mahogany or walnut, $359.50 in limed oak.

* * * *

Canadian RTMA reports 29,825 TVs sold for $15,573,898 in first 10 months 1951. Inventory total Oct. 31 was 17,289, compared to 17,936 as of Sept. 30 (Vol. 7:45). Toronto-Hamilton area took 39% of 10 months' sales, Windsor 35%, Niagara Peninsula 20%. October sales rose substantially, with 5182 sets sold for $2,538,780, compared with 3286 in September; Toronto-Hamilton area took 40% of Oct. sales, Windsor 29%, Niagara Peninsula 23%. Overall total (from start of count) came to 67,648 valued at $31,850,481.

Pandora's box of TV headaches has been designed by GE to demonstrate service troubles to distributors, dealers. Demonstrator duplicates 33 types of TV-set troubles and simulates special local problems. Lecturer can dim, shrink, ripple, or compress picture at flick of switch, while chart shows cause of each trouble. Twenty demonstrators are in use across country. GE also has a new *TV Receiver Service Guide* available at $1.

Merchandising Notes: Hoffmann Radio budgets $1,000,000 for 1952 advertising, thru new agency, Foote, Cone & Belding . . . Eleven TV distributors in Richmond, Va., area cooperatively sponsoring 8 pre-Christmas full-page newspaper ads plugging "a TV set under every roof" . . . Arvin cuts two 21-in. table models by $20 each, mahogany now $350, blonde $380, including tax but not warranty.

Four more hotel TV installations—Dallas' Adolphus, Baker & Stonleigh and Charlotte's Barringer—are scheduled by Master Video Systems Inc., New York, using RCA's Antenaplex. Company recently completed Waldorf-Astoria setup (Vol. 7:45).

Trade Personals: H. Brainard Fancher promoted to mgr. of engineering for commercial equipment products, GE commercial dept.; Clare C. Lasher named mgr. of manufacturing, GE govt. equipment dept. . . . E. W. Merriam, RTMA service mgr., ex-DuMont, appointed Sylvania TV-radio service mgr. . . . R. M. Macrae, RCA Victor N. Y. asst. regional mgr., to head new Northeastern region, including upstate New York and New England, starts Jan. 1 . . . Fred H. Garcelon, ex-Westinghouse, appointed Eastern sales mgr. of CBS's Hytron Div. . . . Murray Fiebert, ex-v.p. of Lanagan & Hoke, test equipment firm, and one-time govt. procurement official, named mgr. CBS-Columbia government contract division . . . H. A. Williams, sales mgr., promoted to mgr., electronic components div., Stackpole Carbon Co. . . . Milton R. Benjamin, Majestic sales v.p., has resigned, will disclose plans after short vacation . . . Frank H. Edelman appointed technical director in charge of resistor div., Electronic Devices Inc., Brooklyn . . . John A. Wortmann, since 1931 with Borden Co., named RCA trade-mark attorney, succeeding late Abe Greenberg . . . Brig. Gen Tom C. Rives (ret.) appointed manager of GE's new Advanced Electronics Center at Cornell U (Vol. 7:42).

Benjamin Singer, 45, manager of special engineering products, Emerson Radio, former Tele-tone and Air King chief engineer and 25-year veteran of electronics industry, died Nov. 28 at Memorial Hospital, New York.

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Dividends: Sylvania, 50¢ payable Dec. 20 to holders of record Dec. 10, quarterly $1 on $4 pfd., 42.8¢ on new $4.40 pfd., payable Jan. 2 to holders Dec. 19; Bendix, 75¢ payable Dec. 27 to holders Dec. 10; Arvin, 50¢ payable Dec. 27 to holders Dec. 10; Stromberg-Carlson, 35¢ payable Dec. 28 to holders Dec. 10, 50¢ quarterly pfd., payable Jan. 1 to holders Dec. 10; Wells-Gardner, 15¢ payable Dec. 15 to holders Dec. 4; Muntz, special 10% stock, payable Dec. 24 to holders Dec. 15; Aerovox, 15¢ payable Dec. 15 to holders Dec. 10; Canadian GE, quarterly $2 and extra $4 payable Jan. 1 to holders Dec. 14; Aircraft Radio, 30¢ payable Dec. 18 to holders Dec. 7; Avco, 56¼¢ on $2.25 pfd. payable Feb. 1 to holders Jan. 16; Capitol Records, 25¢ payable Dec. 20 to holders Dec. 10, 65¢ quarterly pfd. payable Jan. 1 to holders Dec. 15; Republic Pictures, 25¢ pfd. payable Jan. 2 to holders Dec. 14.

Motorola Inc. has increased borrowing from Prudential from $1,335,000 to $7,500,000 in form of 15-year 3¾% note; proceeds were used to prepay existing indebtedness to Prudential, with $6,165,000 added to working capital.

Financial & Trade Notes: Westinghouse, in one of biggest private loans on record, has arranged to borrow $250,000,000 with option for additional $50,000,000. Loan will finance company's $296,000,000 expansion program and provide working capital for increased business volume. Electronics will represent "substantial portion" but considerably less than 50% of expansion program, a company official said. Included will be 97 projects to increase Westinghouse capacity 50%. Among electronics plants—all of which have been announced previously—are new Baltimore aircraft electronics plant, TV-electronics plant at Raritan Township, N. J., electronic tube plants at Elmira & Bath, N. Y. Biggest project is Columbus, O., jet engine plant.

Loan is subject to approval by stockholders, at special meeting in Pittsburgh Dec. 14, of proposal to increase authorized indebtedness from $150,000,000 to $500,000,000 Borrowing will be in installments as funds are needed. Against these advances, company will issue 3½% debentures due 1981, redeemable beginning in 1956. Acting for Westinghouse are investment firms of Kuhn, Loeb & Co., First Boston Corp. and Drexel & Co., largest institutional buyers being Metropolitan Life Insurance Co., Equitable Assurance Society and New York Life Insurance Co. Other buyers include pension funds, savings banks and universities.

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Tung-Sol Electric's sales are expected to top $30,000,000 in 1951, up from $29,425,022 in 1950, but earnings will be about $4.50 a common share vs. $6.61 last year. H. M. Darling, v.p.-treas., makes that estimate, with observation that "taxes will make the difference in earnings this year, but they are less onerous than would be the case if we did not come under the growth company formula owing to our position in the growing TV field." Mr. Darling said govt. work rose from 10% of Tung-Sol's output prior to Oct. 1 to 30% shortly thereafter.

National Coin TV System, formed 6 months ago, has been incorporated with 100,000 shares of common stock, par value $1; president J. Matt Thompson says firm will install 4000 coin-operated TVs in next 12 months.

American Television Mfg. Co. is new firm headed by U. A. Sanabria, president American Television Inc., to "carry govt. contracts," has 100,000 shares of no par stock; charter says firm will "deal in cathode ray tubes, radio, TV, & electrical devices, merchandise, etc."

Muntz TV reports sales of $2,634,648 for October, 12% increase over same month last year. For 7 months to Oct. 31, Muntz reports profits of 33¢ a share vs. 60¢ in 1950.

TELEVISION-ELECTRONICS Fund Inc., in statement accompanying annual report for fiscal year ended Oct. 31, disclosed that total net assets reached $10,000,000 mark Nov. 14. Annual report shows total assets at cost were $9,125,551, at value $9,792,619 ($12.91 per share) as of Oct. 31. Net assets at value compare to $5,560,022 ($12.01) for 1950 fiscal year, $2,780,796 ($9.32) for 1949, $274,983 ($9.11) for 1948, $112,500 ($9) as of first report, June 1948.

First open-end investment trust in TV-electronics field added several new shareholdings to portfolio, listing following investments as of last Oct. 31 (new-company holdings in italics):

TV & Electronics (38.79%)—Acrovox 7000 shares, ABC 6000, American Phenolic 4000, AT&T 2500, Bendix 5000, CBS "A" 4000, Cornell-Dubilier 4000, Erie Resistor 2000, Fansteel 3000, GE 5000, General Instrument 5000, Hazeltine 4000, International Resistance 3000, LaPointe Plascomold 5000, Muter 4000, Oak Mfg. 6000, RCA 19,000, Raytheon 7000, Sprague Electric 4000, Sylvania 10,000, Tung-Sol 2000, Westinghouse 10,000.

Electronics Other Than TV (26.57%)—*Aircraft Radio Corp.* 8000, American Bosch 20,000, Clark Controller 4000 common & 1000 pfd., Consolidated Engineering 2000, *Consolidated Vultee* 3000, *Eureka Williams* 6000, Fairchild Camera 2000, Hammond Instrument 1000, IBM 1000, Minneapolis-Honeywell 5000, *Northrup Aircraft* 5300, Remington Rand 7000, Sperry 5000, Telecomputing Corp. 3000, *Thompson Products* 2000, Tracerlab 2000, Webster-Chicago 9000, *Westinghouse Air Brake* 12,000.

Primarily TV (19.59%)—Admiral 10,500, DuMont 6000, Emerson 23,000, Motorola 8000, Philco 14,000, Zenith 3000.

Miscellaneous (12.52%)—Eastman Kodak 6000, Federal Enterprises 5000, General Controls 2100, Haloid 2500, I-T-E Circuit Breaker 1000 pfd., *Kellogg Switchboard* 4000, Otis Elevator 4000, United Specialties 2100, Walt Disney Productions 6500, *Western Union* 5000.

Affiliated Companies (2.53%)—Conrac 9000, *Indiana Steel Products* 12,000, Television Associates 2400. Govt. securities cost value is given as $1,296,648.

Mobilization Notes: No compulsory conservation, standardization or simplification orders for TV-radio industry are imminent (Vol. 7:45), NPA spokesman told radio & TV manufacturers industry advisory committee meeting Nov. 27 (see story, p. 8). Other highlights of meeting: (1) Committee recommended NPA survey TV-radio manufacturers to determine "mix" of TVs, radios, combinations, etc., as guide to allocation of materials for components. Following meeting, Electronics Div. began preparing form to solicit this information. (2) NPA said copper, nickel, tungsten, cobalt, selenium will remain scarce through 1952.

There was detailed discussion on preparation and filing of CMP forms, NPA obviously disssatisfied with results to date. Manufacturers were urged to submit second-quarter applications before Dec. 22 deadline. NPA officials said only 30 first-quarter applications were in hands of Electronics Div. by Oct. 1 deadline; 576 were in by Oct. 12; 870 Oct. 21; 991 Nov. 26. Also stressed was importance of giving full information on applications, including estimated requirements for third and fourth as well as second quarter. Lee Golder, chief of NPA radio-TV-receiver section, presided at meeting, attended by:

Dorman Israel, Emerson; Jack Marks, Fada; John Meck, Scott Radio; Robert W. Galvin, Motorola; William H. Chaffee, Philco; John H. Cashman, Radio Craftsmen; J. Friedman, Trav-Ler; L. C. Truesdell, Zenith.

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Certificates of necessity for tax-aided expansion were granted by DPA to these electronic and related firms from Nov. 6-16 (5-year amortization on 65% of project cost except as noted): **Westinghouse**, electronic tubes at Pittsburgh, $5,668,840; aircraft parts at Metuchen, N. J., $4,540,735; high-temperature alloys at Newton, Pa., $137,090; **GE**, Ashland, Mass., aircraft parts, $222,000; **Grant Pulley & Hardware Co.**, Flushing, N. Y., electronics, $183,138 (70%); **Sigmund Cohn Corp.**, Mt. Vernon, N. Y., aircraft instruments, $125,000; **Clifton Precision Products Co.**, Berwin, Pa., electrical control mechanisms, $38,296 (70%); **Westbrook Welding Co.**, Westbrook, Conn., electronics, $30,679.

Third major Signal Corps training center will be established Dec. 15 at San Luis Obispo, Cal., under command of Brig. Gen. Harry Reichelderfer, now commanding general of Ft. Monmouth, N. J. Maj. Gen. K. B. Lawton, Deputy Chief Signal Officer since 1948, will take over command of Ft. Monmouth. Brig. Gen. James D. O'Connell, signal officer of Second Army, becomes Deputy Chief Signal Officer. Camp San Luis Obispo will employ some 450 civilians, including electronics and communications instructors. Other Signal Corps training centers are at Ft. Monmouth and Camp Gordon, Ga.

Materials relief for TV servicemen is forthcoming in form of amendment to CMP Regulation 7 repairmen's order (Vol. 7:28). Order, as written, permits repairmen to self-certify controlled materials and parts for repair purposes, but none for installation. TV repairmen's principal use of controlled materials is in lead-in wire for antenna installations. New amendment will permit self-certification of installation materials.

Subcontracting opportunities have been compiled by General Motors in booklet listing principal products made by each of its 39 manufacturing divisions. *Selling to GM* is available from GM procurement & schedules dept., Room 14-262, General Motors Bldg., Detroit 2.

Continental Can Co. will make control elements for guided missiles being developed by Bell Telephone Labs and produced by Western Electric. About 300 persons will be employed in new Chicago plant.

Small Defense Plants Administration, under Telford Taylor, moves Dec. 3 to old Washington Post Bldg., 1337 E St. N.W.

"Dangerous lag" in production of military electronics, guided missiles, planes and tanks was reported Nov. 29 by Senate Preparedness Subcommittee under Sen. Lyndon B. Johnson (D-Tex.). Highly critical of mobilization progress, report said dollar deliveries of guided missiles from April through June fell 70% below expectations, other electronics items 30% short of goal. Aircraft and tank deliveries were 34 and 40% behind target, subcommittee said. Report blamed big materials allocations for "nonessential civilian goods" and "our failure to make immediate defense hard-goods production the top claimant upon our industrial capacity." It recommended creation of defense production and procurement czar, suggested Munitions Board chairman John Small. It also urged: (1) Elimination of bottlenecks in military production at all costs. (2) Use of all new machine-tool production for military output. (3) Greater use of small business in military program.

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Lawrence color tubes can be produced despite ban on color production (Vol. 7:47)—so long as they're not placed in sets capable of receiving color. That's NPA's interpretation of its order M-90, officials pointing out that tube's backers say it will work equally well with black-&-white. Order bans products or parts "designed *solely* to permit or facilitate, or capable *only* of permitting or facilitating, reception of color TV" (italics ours). Chromatic TV Labs president Richard Hodgson said he's inquired at NPA, is awaiting clarification. Chromatic has received NPA materials allocations to make picture tubes and TV sets, "but we certainly have no intention of making black-&-white sets," Hodgson declared. He said tube is now in prototype production and "very close" to full production stage.

Uhf has great future, untroubled by most vhf interference problems, according to Wells Chapin, chief engineer of WIL, St. Louis, who writes in Nov. 26 *Broadcasting:* "The FCC was exactly right in establishing the now famous TV freeze. The only objection is that it should have been put on before so many sets had been built for the present channels." Anticipating great competition for vhf channels after freeze, he says: "In the meantime, other hardy souls will pioneer the new band and be on the air years before those desiring Channels 2 to 13. In the new TV towns, or those with 1 or 2 stations, this pioneering should not be any more difficult than opening up the very first station. It probably will be much easier because the viewers, their appetites whetted by some good shows, will be anxious to receive new stations . . ."

Govt. has never ruled on legality of NCAA college grid TV restrictions, Yale athletic director Bob Hall, member of NCAA TV committee, told press Nov. 30. Furthermore, said Hall, NCAA hasn't heard word from Govt. since April when Justice Dept. anti-trust div. began study of NCAA plan. He thus directly denied govt. statement last week that NCAA was warned 3 times of illegality of its TV restrictions (Vol. 7:47). Meanwhile, Philadelphia Federal court set Dec. 17 for argument on motion to dismiss anti-trust suit against National Football League (Vol. 7:41), which Govt. hopes will establish illegality of all sports leagues' anti-TV rules.

Subscription TV for sports events is OK with at least half of Minnesota's set owners, according to *Minneapolis Tribune* (Cowles) Minnesota Poll. TV owners were asked if they'd be willing to pay to see "football games, boxing, basketball and other sports" on their home sets. Of those interviewed, 50% said yes; 5% yes, if it didn't cost too much; 43% no; 2% undecided. Those polled showed greatest interest in football, boxing and baseball on pay-as-you-look basis, least in wrestling. Nearly two-thirds of men interviewed—but less than half of women—said they'd be willing to pay to see their sports.

Network TV-Radio Billings

October 1951 and January-October 1951
(For September report, see *Television Digest*, Vol. 7:43)

THOUGH NETWORK TV billings in October continued steep rise—going to $14,469,284 from September's $11,925,516—they failed to duplicate feat of surpassing month's radio billings, first accomplished in September (Vol. 7:43). Ten months' TV billings of the 4 networks were just shy of $100,000,000—$99,854,288—compared with $27,371,607 same 1950 period.

Radio billings also showed sharp increase in October, rising to $14,966,436 from September's $11,849,246, though down from $16,169,808 in October 1950. Worth noting is fact that all networks' combined TV-radio billings in October was $29,435,720, considerably over the $22,611,250 year ago, while networks' grand TV-radio total for first 10 months of 1951 reached $245,595,466 vs. $179,263,135 same 1950 period.

The Publishers Information Bureau figures:

NETWORK TELEVISION

	October 1951	October 1950	Jan.-Oct. 1951	Jan.-Oct. 1950
NBC	$ 7,165,225	$ 3,007,771	$ 46,147,808	$ 14,840,925
CBS	4,704,775	2,211,898	33,102,526	8,444,185
ABC	1,846,408	1,221,773	14,643,504	4,086,497
DuMont	752,876	*	5,960,450	*
Total	$14,469,284	$ 6,441,442	$ 99,854,288	$ 27,371,607

NETWORK RADIO

CBS	$ 5,615,074	$ 6,676,037	$ 58,248,614	$ 57,744,701
NBC	4,411,380	4,945,307	45,662,244	51,293,402
ABC	3,180,514	3,013,938	27,209,667	29,431,370
MBS	1,759,468	1,534,526	14,620,653	13,422,055
Total	$14,966,436	$16,169,808	$145,741,178	$151,891,528

* Figures for 1950 not available.

* * * *

Following are network TV and radio figures for January thru October, asterisks indicating revisions from previously reported PIB figures:

NETWORK TELEVISION

1951	ABC	CBS	DuM	NBC	Total
Jan.	$1,328,719	$2,601,165	$ 435,527	$4,187,222	$ 8,552,633
Feb.	1,254,851	2,600,339	406,079	3,949,360	8,210,629
March	1,539,470	2,993,902	457,811	4,654,063	9,645,246
April	1,432,319	2,906,891	574,025	4,758,309	9,671,544
May	1,385,901	3,066,249	622,646	4,946,338	10,021,134
June	1,437,593	2,900,782	564,478	4,244,240	9,147,093
July	1,351,168	3,434,659	645,359	3,477,952	8,909,138
Aug.	1,444,593	3,734,551	763,071	3,359,856	9,302,071
Sept.	1,622,482	4,159,213*	738,578	5,405,243*	11,925,516
Oct.	1,846,408	4,704,775	752,876	7,165,225	14,469,284

NETWORK RADIO

1951	ABC	CBS	MBS	NBC	Total
Jan.	$3,099,418	$6,833,626*	$1,542,887	$5,215,947	$16,691,878
Feb.	2,702,721	6,097,737*	1,426,705	4,731,626	14,958,789
March	2,891,339	6,793,966*	1,648,006	5,085,636	16,418,947
April	2,930,183	6,487,717*	1,539,801	4,897,882	15,905,583
May	2,991,227	6,744,098*	1,510,818	5,329,752	16,575,895
June	2,720,268	6,201,963*	1,191,691	4,739,193	14,853,115
July	2,267,674	4,387,193*	1,347,841	3,728,687	11,731,395
Aug.	2,210,352	4,440,261*	1,329,375	3,808,906	11,788,894
Sept.	2,165,971	4,645,979*	1,324,061	3,713,235	11,849,246
Oct.	3,180,514	5,615,074	1,759,468	4,411,380	14,966,436

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by PIB on basis of one-time network rates, or before frequency or cash discounts. Therefore, in terms of dollars actually paid to networks they may be inflated by as much as 40%. Figures are accepted by networks themselves, however, and by the industry generally, as a satisfactory index of comparisons and trends.

Slated primarily for TV chores at Motion Picture Assn., though "no firm decision on the appointment has been reached yet," is Edward Cooper, currently assistant to Senate Majority Leader McFarland. He would take over about Jan. 1. Newsman Cooper first came to Senate from Montana in 1939 with Sen. Burton K. Wheeler, served as communications staff assistant to Interstate & Foreign Commerce Committee from then until he joined Sen. McFarland last January (Vol. 7:3). Eric Johnston is strengthening staff in preparation for return to job as MPA head after serving as ESA administrator, recently added Cecil Dickson, former coordinator of information of House.

BASEBALL IS still little affected by TV, concluded researcher Jerry Jordan in third annual survey, reiterating his findings in previous studies (Vol. 6:19). In fact, report says regularly telecast major-league teams fared better than those restricting TV; 9 clubs maintaining regular TV had total attendance increase of 234,169 last season (though 5 showed decreases); 7 teams restricting or banning TV showed 1,485,070 decline (5 showing losses).

"These figures would offer substantial evidence of TV's promotion value," Mr. Jordan said, "except for the fact that the clubs televising consistently had a better performance record as a group. And performance . . . is usually the major factor at the gate . . . Regular TV did not hurt the teams that were putting on an exciting performance, and eliminating or reducing it did not help the others."

TV cannot be major factor in continued sharp decline in minor-league attendance (20% from last year), he said, because less than 10% of the 400-odd teams are near enough to TV areas to be affected. He cited case of Wilkes-Barre club (non-TV area), which lost 50% in attendance while winning 2 straight pennants.

He also pointed out that major-league clubs received $4,562,312 for TV rights (including World Series and All-Star game) in 1951, nearly equal to total National League gate receipts in biggest pre-war year (1940), and forecast much more TV income for baseball as new stations are built and theatre TV spreads.

* * * *

Spectacular new remote-telecasting devices now being developed in RCA labs may some day make TV nearly as mobile and flexible as radio. NBC-TV technical operations v.p. Robert E. Shelby gave NBC affiliates convention at Boca Raton, Fla., glimpse into the future when he revealed work on: (1) Disaster mobile unit, with no external wire connections, carrying film developer, microwave and projection equipment. (2) Flying boxcar, to carry "mini-mobile" TV transmitter near site of any event. Mobile unit would drive from plane to scene, relay picture directly to studio or to relay in plane. (3) Helicopter-borne TV camera and microwave for disasters, floods, sports events, etc. (4) Remote-controlled camera, operated electronically "like robot plane," controlled from studio or theatre. Shelby said RCA laboratories are engaged in active developmental work on 2 new projects assigned by chairman David Sarnoff to his scientists (Vol. 7:39). "Magnalux," electronic light amplifier, he said, would "provide comfortable, effortless viewing outdoors, even in sunlight." "Videograph," TV tape recorder, would permit storing of programs for re-use, with no deterioration in quality.

Flurry of 7 TV Applications this week brought total pending to 460 of which 21 are uhf. Only uhf filed was from Texas oil man W. W. Lechner for Channel No. 35 in San Antonio. Other 6 were: WKYB, No. 6 in Paducah, Ky.; KEYD, No. 9, Minneapolis; KROC, No. 10, Rochester, Minn.; KECK, No. 7, Odessa, Tex.; KGBX, No. 3, Springfield, Mo.; KOPR, No. 4, Butte, Mont. [For further details, see *TV Addenda 13-T* herewith; for listing of all applicants to date, see *TV Factbook No. 13* and Addenda to date.]

Stations can't censor political speeches, regardless of State libel laws or anything else. Such was FCC's pronouncement in renewing license of WDSU, New Orleans, this week. Action was prompted by Jan. 26, 1950 complaint of Alvin A. Cobb, mayoralty candidate whose speech station refused to carry unless certain "libelous and defamatory" portions were deleted. Commission said it was renewing WDSU's license because action wasn't "willful violation," but from now on "we will not accept the plea of doubt and uncertainty in the state of the law . . ."

MARTIN CODEL's
AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING AND ALLIED ELECTRONICS ARTS AND INDUSTRY

Television Digest with ELECTRONICS REPORTS

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Full Text of New Television Code Published with This Issue

TV PROGRAM CODE BECOMES REALITY: Telecasters at long last got their code of program standards this week -- strict enough to satisfy most would-be censors, but lenient enough to allow plenty of flexibility in programming. [For full text of code, see Supplement No. 76, sent herewith to all full-service subscribers; extra copies $1.]

Newly drafted addenda to the code (Appendix A) include enough legal safeguards to assure the most finicky legalists that its enforcement provisions won't be applied arbitrarily or capriciously.

NARTB-TV board's promulgation of code substantially as approved by 64 telecasters in Chicago Oct. 19 (Vol. 7:42) came as surprise to few in industry. Changes in wording were minor. Self-imposed rules become "official" Mar. 1, 1952 after NARTB president Fellows chooses 5 "representative" telecasters to serve as Review Board.

Any telecaster, whether or not member of NARTB, may subscribe to code upon payment of fee to defray administration costs. In return, he's given privilege of displaying seal of approval. Seal, now being designed, is in form of laurel wreath, with legend "Seal of Good Practice," and words "entertainment, education, culture, information," together with NARTB initials.

Enforcement of code is Review Board's job. It's empowered to withdraw seal from offending subscriber in cases of "gross, willful and continued violation" -- but only after full-dress hearings.

Drawn up to meet objections expressed by some radio attorneys, new addenda guarantee such legal safeguards as right to representation by counsel at hearings, right to cross-examine witnesses, requests for rehearing, etc.

To supplement code, board has list of words and phrases "considered unsuitable for use on TV." It will be sent to all code subscribers.

One TV board member, asked whether TV stations are now conforming with all provisions of the code, said: "I doubt if any of them now conforms with every section. I know mine doesn't. I think everyone will have to make changes."

FCC TESTS 'ANTI-FREEZE' IN NEW ENGLAND: Outlook for quicker freeze-end brightened at week's end when, after solid Dec. 6-7 meetings, FCC pounded out "tentative" New England allocations and instructed staff to allocate rest of country.

Since New England is tightest, toughest area of all, Feb. 1 target date for final decision looks better than it has for some time.

Though FCC won't release results of this week's deliberations, inasmuch as it plans to issue whole decision in one final package, treatment of New England may be augury for rest of country:

(1) Educational reservations are holding their own -- neither increasing nor decreasing. This week, much discussion centered on educational reservations and use of flexibility channels in each city. Comr. Hennock is still plumping assiduously

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for pet project she put across, still feeling educators aren't getting enough.

(2) Number of vhf channels currently stands about same -- though there's still talk of reducing co-channel separations from 180 to 165 miles. Uhf may be narrowed from 165 to 155 miles. Whatever minima are chosen for New England, the Gulf and West Coast allocations will undoubtedly have greater separations. Consideration is area-by-area, and blanket minima may well go by the boards. Watch Pittsburgh.

Commission's 8 staff teams -- one for each area -- now go to work in earnest. Some general principles may be formulated now, others to be laid down after whole allocation has been made.

Everyone at FCC appeared heartened by week's progress, with eagerness to "get on with the decision" manifest. For present, speed is up to staff, and commissioners are pleased with its work under Paul Dobin, chief of Rules & Standards Div.

Chairman Coy apparently feels free enough, in fact, to take off Dec. 20 for St. Petersburg, Fla., for vacation with family until Jan. 3 or 7, and Comr. Sterling will be gone, to New Orleans and Houston, for inspection and hearing Dec. 10-18.

* * * *

Post-freeze handling of applications, as recommended by Communications Bar Assn. (Vol. 7:48), has met with some criticism from a few members. They contend:

(1) Acceptance of FCC's principle of allocation by rule-making is an "abdication" of Assn.'s stand previously taken (Vol. 7:26).

(2) Delays may be inherent in conducting hearings with all applicants, vhf and uhf, consolidated in one hearing. Say critics: "Although an applicant might propose a channel in the vhf band and an appropriate site therefor, such applicant might be found eligible for a grant on some other channel concerning which he had submitted no engineering proof at the hearing, with the result that other applicants would not have opportunity to cross-examine with respect thereto."

To get all members' views, in light of objections, bar group has asked all members to comment by Dec. 21.

* * * *

Arguments for pre-freeze applicants involved in hearings (Vol. 7:48) have been summarized by WFOX, Milwaukee, through brief filed by attorneys Haley, McKenna & Wilkinson. Brief analyzes the 9 cities concerned, involving 26 applicants in Milwaukee, San Francisco, Detroit, Philadelphia, San Diego, Atlantic City, Reading, Harrisburg, Easton-Allentown-Bethlehem. Applicant points to:

(1) "Huge investment in time, effort and money by the applicants [and FCC]."

(2) Time element "is of particular significance...with the Commission forced to operate on a reduced budget and faced with a hearing calendar beyond equal as soon as the freeze is lifted. And the public at large also has very substantial stake in the proceedings, since scuttling of the hearing records and opening of the proceedings to 'johnnies-come-lately' undoubtedly would delay by a year or more the commencement of broadcasting by the successful applicants, not to mention further possible delays resulting from court litigation."

(3) "New applicants have no grounds for complaint, inasmuch as the channels would have been assigned heretofore but for the freeze and since uhf channels, a service not allocated at the time of hearings, will not be involved."

WHITHER TIME SALES? AN EXPERT'S VIEWS: Looking ahead to the post-freeze day when there are enough stations so that TV networks can really operate full-blown, instead of being the wide-gapped makeshifts they now are, will TV advertising, already very expensive, price itself out of business?

Can ever-increasing rates and fabulous costs of programs be maintained when there are more markets served by more stations? Are the networks justified in contemplating another rate hike? Where's this fantastic business of telecasting heading, revenue-wise?

Everyone likes to forecast, though in TV very few have guessed right thus far about the remarkable time-selling achievements of TV's scant handful of stations -- now frozen at 108. But when the crystal-gazing is done by an authority like

NBC-TV sales v.p. Edward D. Madden, the observations are worth hearing. These are some of things he said in closed session at NBC's Boca Raton convention last week:

"Our 1951 gross sales for the NBC-TV network, including package programs, production facilities and film syndication, will total approximately $75,000,000 -- three times our 1950 volume...

"Total national advertising volume in 1951 will be $1,775,000,000 for magazines, newspapers, radio and TV, including time, talent, art and mechanical costs.

"National advertising volume in TV for 1951 will total about $325,000.000, including time and talent for network and national spot...Radio will attain a volume of approximately $350,000.000, including time and talent for network and national spots. Magazines and newspapers will each attain a volume of about $550,000,000...

"By 1955, we estimate national advertising volume in TV, network & national spot, time and talent, will total $775,000,000 and that TV will be the indisputable No. 1 choice of advertisers. By 1955, it is estimated total national advertising volume in all 4 media -- TV, radio, magazines & newspapers -- will be $2.5 billion.

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"While this is pleasant to report, it also calls for sober reflection as to what is happening to total time and talent costs for individual advertisers and what our future planning must encompass...Sales results must keep pace with rising TV advertising costs. Suppose we take a look at TV costs as they are today, and where it appears they are going:

"Time and talent for the hour-long 'All Star Revue' costs $100,000 per week or $4,400,000 for 44 weeks. This bill is shared by 3 advertisers. An alternating half hour of the Kate Smith night-time show is $50,000 a week or $1,000,000 for 20 weeks for one advertiser; 4 advertisers split the total bill of $4,000,000. A half hour of 'Show of Shows' costs $56,000 a week or $2,200,000 for 39 weeks. Six advertisers split the bill of $6,000,000...

"The average time & talent cost of NBC half-hour night-time shows today is $29,000, and by 1955 this unit will cost $56,000. This means $2,200,000 for only 39 weeks for the 50 largest markets. But the cost of daytime TV will also rise sharply.

"The average cost of time & talent for daytime half hours will rise from $12,000 today to $19,500, or $1,014,000 for 52 weeks in 1955 for the 50 largest markets. A 15-minute daytime strip, Class C time, and talent, costs today $35,000 a week, and will rise to $68,000, or $3,536,000 for 52 weeks for 50 largest markets.

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"I know that we can justify rates in terms of cost-per-thousand potential and actual circulation in TV homes. I know that as TV homes increase and rates rise we will justify these increases by the same yardstick of cost-per-thousand...

"But total TV costs are already straining the seams of total advertising budgets of relatively large budget advertisers. And if we look ahead 5 years, we will see that the country's largest advertisers cannot support TV schedules even approaching those they have for years used in radio...

"During the radio broadcasting season of 1948-49, just 13 large advertisers accounted for 66% of the combined NBC-CBS time billing on 165 stations for a total of $84,000,000, including time & talent. If these same 13 advertisers, several years from now, bought TV to the same extent, that is, 66% of the NBC-CBS time billing, it would cost them $237,000,000 a year. This is considerably more money than the total of their present combined advertising budgets for all media..."

The answer? Partly this, in Madden's view: "More multiple sponsorship programs to attract moderate budget advertisers" and "exchange of commercial time by alternating week advertisers."

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There you have the thinking of one of network TV's key executives, anticipating network of 126 stations by 1955, assuming too, presumably, that it costs no more to program for that many stations than for today's 50 or so interconnected. He didn't discuss spot and local, which in radio far exceed network dollar volume, and probably will do so eventually in TV too.

Whether contemplating network, spot or local, however, Madden's excellent

discourse pointed up the problem, could serve as a warning against hell-in-a-hack rate-pace. And he certainly spoke a mouthful when he added:

"I believe we must bridle, to some extent, the unrestrained enthusiasm for piling rate increase upon rate increase, or face the possibility of pricing ourselves out of the market."

Personal Notes: Sen. Edwin Johnson (D-Colo.), chairman of Senate Interstate & Foreign Commerce Committee, has accepted another 3-year term as president of Western Baseball League; he had intended not to, in fact had resigned, but League named an executive v.p. to take burden of details . . . Parker D. (Bud) Hancock, chief of FCC's Office of Formal Hearing Assistants, joins Washington law firm of Hogan & Hartson . . . Donald Manson, asst. gen. mgr. since 1944, promoted to gen. mgr., Canadian Broadcasting Corp., succeeding Dr. Augustin Frigon, retiring due to ill health; J. Alphone Ouimet, chief engineer & coordinator of TV, named asst. gen. mgr. . . . Leslie H. Peard, asst. to mgr., promoted to mgr. of WBAL & WBAL-TV, succeeding Harold C. Burke, resigned . . . David Lasley, ex-NBC Chicago, named DuMont Central div. sales mgr. . . . Robt. L. Werner, RCA gen. attorney since April, elected v.p. & gen. attorney, Ernest B. Gorin, treas. since Sept. 1949, elected v.p. & treas., at RCA board meeting Dec. 7 . . . . . Harrison M. Dunham, ex-mgr. of KTTV, Los Angeles, joins with Maurice H. Hindin to form law firm at 111 W. 7th St., Los Angeles . . . John K. Herbert, NBC-radio sales v.p., named head of Brand Names Foundation conference set for next April 16 in New York's Waldorf-Astoria . . . Read Hamilton Wight, TV-radio director, elected v.p., J. M. Mathes Inc. . . . Edward H. Benedict, ex-asst. ABC-TV sales mgr., joins J. M. Mathes Inc. as contact man on Canada Dry account . . . Norman Grant, NBC-TV mgr. of staging services, Chicago, joins N. Y. staff Dec. 10 as art director, handling set & costume designing, titles, graphics, etc. . . . Don G. Hallmann, ex-WXYZ-TV & CBS-TV, joins WWJ-TV, Detroit, as director . . . Robert Hayward, ex-TV-radio director, Bank of America, named director of program development, KTTV, Los Angeles . . . Kevin B. Sweeney, ex-KFI & KFI-TV (now KHJ-TV), named BAB v.p. in charge of radio promotion & sales . . . Ralph T. Braun promoted to promotion mgr., WMAR-TV, Baltimore.

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First FM station shifted from non-commercial to commercial status is Indiana U's WFIU, Bloomington, granted change from 90.9 mc to 103.7 mc for novel reason: Bloomington residents had been squawking at length because strong FM signals interfered with weak TV signals from Indianapolis' WFMB-TV on Channel 6 (82-88 mc), leading university to close down station at 6 p.m. daily. No higher non-commercial FM channel was satisfactory, therefore school decided to move to commercial channel, but indicated no desire to operate commercially.

Defense Dept. hasn't abandoned use of TV-radio advertising in Armed Forces recruiting campaigns, asst. Defense Secretary Anna Rosenberg told NARTB in statement Dec. 7. She refuted assertion last week by Defense Dept. deputy general counsel Fred Korth that funds earmarked for TV-radio advertising for remainder of fiscal year had been withdrawn. NARTB board earlier had asked Secretary Lovett to rescind this discriminatory action.

Dec. 1 sets-in-use reported since NBC Research's census of Nov. 1 (Vol. 7:47): Miami 93,800, up 15,800; Omaha 105,843, up 8843; Richmond 98,820, up 6520; Memphis 108,780, up 4780; Dallas-Ft. Worth 145,412, up 4412; Utica 60,000, up 3800; Washington 312,000, up 11,000; Norfolk 91,191, up 5491; Greensboro 89,138, up 4138.

WBAL, Baltimore, sister of WBAL-TV, goes on 24-hour-a-day basis as of Dec. 10.

Telecasting Notes: "Wave of the future" may see more and more AM network affiliations following TV. When New Haven's WNHC (sister of WNHC-TV) joined NBC radio network Dec. 1, it was year's third such new affiliation by radio station operated by same interests as TV. Others: WDSU, New Orleans (WDSU-TV), from ABC to NBC; WJIM, Lansing (WJIM-TV), ditto, along with WGFG, Grand Rapids, owned by same interests . . . New Haven affiliation on NBC-AM caused some concern to 50-kw WTIC, Hartford, longtime NBC affiliate which always claimed that area . . . Elliott Roosevelt deal for purchase of Crosley's WINS, New York (Vol. 7:47) fell through this week—"for time being, at least"; price of around $600,000 wasn't stumbling block . . . In addition to 7-9 a.m. *Today*, Mon.-thru-Fri., starting Jan. 7 with Dave Garroway—frankly experimental effort on part of TV v.p. "Pat" Weaver to win early morning audience over to programs that can be either heard or seen (Vol. 7:47)—NBC-TV is adding some 25 hours per week to its network schedule as of that date to fill up all time to 1 p.m., starting 10 a.m.; left to stations for local sponsor is 9-10 a.m., though schedule allows for plenty of local spots and adjacenies . . . Know-how pays off: CBS's KNXT, Hollywood, acquired for $3,600,000 last year (Vol. 6:52), which switched to CBS-TV as of April 1 and moved to new Mt. Wilson site Oct. 28, increased national spot billings more than 300% between April & October, reports gen. mgr. Wilbur S. Edwards, citing also improved ratings . . . Some TV shows "going AM": Kellogg (for Pep) to sponsor *Tom Corbett, Space Cadet* on ABC radio network Tue. & Thu., 5:30-5:55, starting Jan. 1; *Howdy Doody* goes on NBC radio starting Dec. 15, Sat. 8:30-9:30 a.m. Both staying on TV, but no simulcasts . . . Bank of America reported to have foreclosed on some 20 movies, costing $25,000,000, of which 40% came from bank loans, and to be probing TV potential. Among features from defunct Enterprise Pictures are *Arch of Triumph*, with Charles Boyer & Ingrid Bergman; *Ramrod*, Joel McCrae & Veronica Lake; *The Other Love*, David Niven & Barbara Stanwyck; *Body and Soul*, John Garfield & Lilli Palmer; *Four Faces West*, Joel McCrea, Frances Dee, Charles Bickford . . . Lee Newspapers' WTAD, Quincy, Ill., longtime TV applicant, hires DuMont closed-circuit setup for Dec. 5-9 celebration of its 25th anniversary.

Chicago TV originations—"a young Goliath"—have been "clubbed insensible" by networks, particularly NBC-TV, according to J. Hugh E. Davis, executive v.p. of Foote, Cone & Belding. In Nov. 28 talk to joint meeting of Chicago's Radio Management Club and TV Council, he insisted that Chicago originations have produced and would produce cheaper and better shows—with higher ratings. He cited *Zoo Parade, Kukla, Fran & Ollie, Hawkins Falls;* then told how Dave Garroway was dropped because network moved him to spot where only 9 stations could be cleared. Enlarging on what Chicago could do better than New York, Davis said: "For my money, there is no argument that the people composing the cast of *Down You Go* represent much more a variety of American types of people than do *Leave It to the Girls* group of metropolitan mesdames whose claim to fame rests on a certain degree of mammarial magnificence plus a group of acid tongues nurtured on the gossip of plush booze parlors. But in this case I don't even have to base it on my own opinion. The ratings prove it."

Station Accounts: Movie producers and exhibitors are showing more and more inclination to utilize TV as major exploitation medium, Hollywood reports indicating they're not only willing now to permit contract stars to appear on TV but also inclined to buy more local spots and trailers to plug individual films . . . RKO is buying TV time for Walt Disney's *Snow White;* Lippert has just spent $5200 for Los Angeles TV spots to exploit new film *FBI Girl*, as it did for *Steel Helmet* earlier in year—indicating movies may become prime sponsors on TV outlets . . . Standard Oil of California to sponsor *Chevron Theatre*, weekly half-hour drama films being made for MCA by its subsidiary Revue Productions, Hollywood, at Eagle Lion studios, somewhat similar in format to famed *Fireside Theatre;* budgeted at reported $15,000-$25,000 per film. California Esso has Western rights, will place shows for at least 26 weeks in all Western TV markets, thru BBDO. Sears Roebuck is sponsor in Chicago (WENR-TV), may tie up Midwest rights . . . Arvin (TVs & radios), Gates Motors (DeSoto-Plymouth) and Gibson Co. (appliances) jointly sponsoring 7 *Indianapolis Symphony Orchestra* concerts on WFBM-TV, starting Dec. 18 . . . Buick Dealers of So. Calif. buy 21 USC & UCLA basketball games on KHJ-TV, for which station paid reported $33,000; Farmers Insurance Co. sponsors the half hour preceding each game, with plenty of spots and adjacencies being sold . . . Chinchilla rancher E. J. Donovan has bought Sun. 4:15-4:30 for film series titled *Fur Fun* on KNXT, Los Angeles, designed to sell the animals at $1650 a pair . . . Special sum has been set aside out of Florida Citrus Commission's ad budget to promote Florida temples via TV starting in January, thru J. Walter Thompson Co. . . . Hudson Motor Car Co. sponsoring UP-Movietone News films 4 nights weekly on WXYZ-TV, Detroit . . . Among other advertisers reported using or preparing to use TV: Martin Motors, Div., National Pressure Cooker Co. (outboard motors), thru Melamed-Hobbs Inc., Minneapolis; Charles of the Ritz Distributing Corp. (cosmetics), thru Peck Adv., N. Y.; Bostwick Laboratories Inc. (fire extinguishers, plastic spray), thru Grey Adv., N. Y.; Sea Breeze Laboratories Inc. (antiseptic), thru BBDO, Pittsburgh; Giuseppi's Frozen Pizza Pie (frozen pizza), thru Weightman Inc., Philadelphia; William Horn & Co. (Sea Feast salmon), thru Ted Workman Agency, Dallas; Moeller Mfg. Co. (bottle stoppers), thru Jacobson & Tonne Adv., Chicago; Frosty Creme Products Inc. (Cemi-Curl home permanent wave), thru Roman Adv. Agency, St. Louis; Loma Linda Food Co. (Gravy Quik), thru Elwood J. Robinson Adv., Los Angeles.

Network Accounts: Pitchman Sid Stone leaving *Texaco Star Theatre* after Xmas Day show, and Milton Berle will vacation from Jan. 8 & 15 shows . . . Chesterfield starts *Dragnet* Jan. 3 or 10 on NBC-TV, Thu. 9-9:30 when *Ford Festival* cuts to half-hour; show will be previewed Dec. 16 on NBC-TV, Sun. 7-7:30 during time being vacated by Chesterfield's comedy show, *Sound Off Time* . . R. J. Reynolds Tobacco Co. (Cavalier cigarettes) Dec. 5 started *Cavalier Theatre* on NBC-TV, Wed. 10:30-11, thru Wm. Esty Co., N. Y.; show will run 4 weeks only . . . Stokely-Van Camp Inc. (food products) Jan. 4 starts sponsorship of 2:15-2:30 Fri. portion of *Garry Moore Show* on CBS-TV, Mon.-thru-Fri. 1:30-2:30, thru Calkins & Holden, Carlock, McClinton & Smith, N. Y. . . . Hall Brothers Inc. (Hallmark greeting cards) sponsors Christmas Eve premiere of Gian-Carlo Menotti's opera *Amahl and the Night Visitors* on NBC-TV, Mon. 9:30-10:30; work was commissioned especially for TV 2 years ago by NBC . . . Crosley Div., Avco Mfg. Corp., starting Jan. 7, shares alt. week sponsorship with Speidel of *What's My Name?* on NBC-TV, Mon. 8-8:30, thru Benton & Bowles, N. Y. . . . Rosefield Packing Co. (Skippy peanut butter) Dec. 10 expands sponsorship of its West Coast show *You Asked for It* to ABC-TV, Mon. 9-9:30, thru Guild, Bascom & Bonfigli, San Francisco . . . General Electric cuts *Fred Waring Show* Jan. 13 to half-hour on CBS-TV, Sun. 9-9:30 . . . Gruen Watch Co. moves *Gruen Theatre* from ABC-TV to DuMont, alt. Thu. 9-9:30, effective Jan. 17 . . . California Fruit Growers Exchange (Sunkist citrus fruits) reported readying sponsorship of *Corliss Archer* on CBS-TV, Thu. 8-8:30, thru Foote, Cone & Belding, Los Angeles.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for October: Irving B. Babcock sold 2000 Avco options for common in October, 7500 in September, holds 68,750 options, 797 common, 25 pfd.; James Bruce bought 800 Avco (Jan.), holds 1000; I. James Youngblood sold 200 Clarostat, holds 100; Frank L. Driver bought 100 Driver-Harris, holds 38,180; John H. Briggs gave 150 Gabriel Co. as gift, holds 14,788 common, 2750 pfd.; Sidney J. Weinberg bought 100 GE, holds 300; Adolphe A. Juviler sold 100 Olympic (Sept.), holds 85,540; Harold W. Butler gave 30 Philco as gift, holds 11,215; John S. Timmins gave 40 Philco as gift, holds 5460; William Gammell Jr. gave 100 Raytheon as gift, holds 13,958; James O. Burke gave 5400 Standard Coil as gift, holds 341,660; Robert E. Peterson gave 400 Standard Coil as gift, holds 200,680; Arthur Richenthal received gift of 1000 Standard Coil, holds 1000; Glen E. Swanson gave 800 Standard Coil as gift, holds 419,410; Curtis A. Haines sold 100 Sylvania, holds 43; Frank A. Poor sold 300 Sylvania, holds 6900.

National Union Radio Corp., planning to seek $5,000,000 in equity or loan capital shortly in connection with expansion program, reports sales for 10 months ended Oct. 30 at $11,243,343 vs. $11,327,293 for same 1950 period. Estimated profit was under $400,000, compared with $823,085 in the 1950 period. Company has purchased 44-acre tract in Philadelphia for projected 145,000 sq. ft. plant, mainly to produce tubes for military, reports military backlog now $6,000,000.

Electronics & Nucleonics Inc. is offering 1,998,000 shares of 1¢ par common stock at 15¢ a share, underwritten by Israel & Co. New firm has acquired assets of Kinetic Electronics Corp. and Kinetic Radio Corp. at 503 W. 33rd St., New York, plans to make military electronics equipment, including TV "cameras, transmitters, receivers . . . color or black-&-white," and develop and build color theatre-TV system invented by John M. Cage. Delaware corporation is capitalized at 10,000,000 shares, of which 2,000,000 are outstanding, having been issued to officers and directors. Directors are: Irving F. Kornfeld and Hyman Zarett, former sole owners of Kinetic, president and v.p. respectively; Edward B. Randolph, secy.; John B. Milliken. Consultants are Mr. Cage, inventor and engineer, and Emil J. Simon, inventor of Simon Radio Guide, electronic aircraft locator.

Dividends: Admiral, 25¢ payable Dec. 28 to stockholders of record Dec. 17; Zenith, 50¢ payable Dec. 31 to holders Dec. 14; Collins, 68¾¢ payable Jan. 2 to holders Dec. 21; Paramount Pictures, 50¢ payable Dec. 24 to holders Dec. 14; Raytheon, 60¢ payable Jan. 2 to holders Dec. 15; Muter Co., 15¢ payable Dec. 31 to holders Dec. 15; Arvin, 50¢ payable Dec. 27 to holders Dec. 10; Corning Glass, 25¢ regular plus $1 extra payable Dec. 26 to holders Dec. 13; Davega, 25¢ payable Jan. 2 to holders Dec. 17; Decca, 17½¢ payable Dec. 28 to holders Dec. 17; Erie Resistor, 20¢ payable Dec. 15 to holders Dec. 7; Electrical & Musical Industries Ltd., 6¢ payable Dec. 21 to holders Dec. 12; WJR The Goodwill Station Inc., 40¢ payable Dec. 20.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 1755
Trade Report
December 8, 1951

LATEST 'BALANCE OF TRADE' FIGURES: This year's TV production will go well over the 5,000,000 mark -- very likely will hit 5,200,000 or better.

Final November week's output of 125,745 units (8000 private label) brought month's total to 562,198 and total for 48 weeks thus far to 4,944,922, subject to RTMA statisticians' later revisions.

Of remaining 4 weeks of 1951 to be counted, Xmas week won't be very productive but other 3 should bring year's total beyond most predictions.

Factory inventories continued downward, were 255,867 as of Nov. 30, about 11,000 less than preceding week. It was 18th consecutive week of reducing inventory from peak of 768,766 as of last Aug. 3. In other words, during that span of time the manufacturers curtailed holdings about 513,000 units.

Radio output for week ended Nov. 30 totaled 196,222 (71,694 private), about 25,000 more than preceding week (Vol. 7:48). Radio inventory went down to 312,218 from preceding week's 346,183. Month's radio output was 977,463, so that year's to Nov. 30 was 11,930,664. Week's radios: 122,773 home, 16,129 portable, 57,320 auto.

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Just about everyone in the trade agrees wholesale & retail movements of TVs and radios were good during November, but it will be whole month before statistical confirmation is forthcoming. Meanwhile, RTMA's end-of-October distributor inventory figures were released, as was Dun & Bradstreet survey of October retail sales and inventories. This is the story they tell:

Distributor inventories of TVs were 645,312 as of Oct. 26, not much change from the 652,742 at end of September. Radio inventories were 1,038,990 -- 843,260 home sets, 195,730 battery portables -- as against 1,048,666 at end of September.

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Retail TV sales totaled 505,000 during October, home radios 538,000, portables 94,000. For the 4 months of Dun & Bradstreet surveys, July-thru-October, they indicate 1,702,000 TVs sold, 1,773,000 home radios, 440,000 battery radios.

Dun & Bradstreet-estimated inventories at dealers went up slightly -- some 24,000 more table models, 16,000 additional other types -- from end of September. At end of October, it calculated there were 300,000-350,000 table TVs in dealer hands, 500,000-600,000 other models.

Home radios in dealers' hands were estimated at 1,250,000-1,500,000, battery radios 250,000-300,000, as of end of October -- very little change in month.

Reason October retail inventories stayed high is said to be that dealers were stocking up for pre-Xmas trade. Big drop is forecast when November is reported.

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Admiral's Ross Siragusa, speaking before American Bankers Assn. national credit conference Dec. 3, estimated that total TV inventories of all manufacturers, distributors and retailers are now 1,500,000 as compared with peak of 2,500,000. He obviously had made his own projection for end-of-November result, for at October's end the sum of factory (255,000), distributor (645,000), dealer (800,000-950,000) inventories was somewhat nearer 2,000,000.

"The industry's readjustment has been pretty well completed," he declared, "and TV prices are now at an irreducible minimum, especially since costs are again pointing upward." He estimated industry's capacity at about 400,000 sets a month under present materials restrictions, and predicted post-Xmas production "will be adequate to maintain a reasonably even balance with sales for the next 3-6 months."

CIVILIAN OUTPUT PINCH—TIGHTER & LONGER: Future trends in controls, shortages and military orders are geared to today's headlines -- expansion of aircraft and atomic programs...progress toward Korean truce...and this "great debate":

Is rearmament program going too slow, too fast or just right?

As gleaned from discussions with govt. production people on both policy and operations levels -- and subject always to change by Congress, the military, the bureaucrats, fortunes-of-war and public pressure -- here's today's best sizeup:

Civilian production will be cut again in second quarter, despite earlier assurances that first quarter's slice would be "the limit". Cuts won't exceed 10% -- may be half that -- but you can count on one thing: No matter what some politicians and military men demand, civilian production won't be snuffed out -- unless U.S. goes to war or reaches brink of total war.

How's mobilization program going? Answer depends on which Congressional Committee report you read. Senate Preparedness "Watchdog" Subcommittee, under Sen. Lyndon Johnson (D-Tex.), says military production is far behind schedule, blames the high level of civilian output (Vol. 7:48). The Defense Dept. concurs, singling out radar, jets, tanks, bombsights among items lagging.

Opposite view is taken by Joint Senate-House Defense Production Committee, led by Sen. Burnet Maybank (D-S.C.), which praises job done by mobilizer Charles E. Wilson & DPA-NPA chief Manly Fleischmann, and adds: "There is no need to be alarmed at the unconfirmed reports of failures to maintain a minimum of national safety."

As debate rages, mobilizers are quietly pushing full-military-strength target date further into future to meet new higher goals set by Congress and military. Program's maximum impact was originally to have come early in 1952. Now they're talking late 1952. Target for maximum strength has been shoved from '53 to '54.

Air Force and atomic energy sights are being aimed higher. This will mean longer and more severe shortages of copper and the alloying metals -- nickel, tungsten, cobalt -- less for TV-radio, other civilian hard goods. Joint Chiefs of Staff approved 143-wing Air Force by late 1954, vs. now-authorized 95 wings and actual current force of 90. AEC is looking toward third expansion program, to cover step-up in tactical atomic weapons production.

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"Guns and margarine" is phrase now used by defense mobilizer Wilson -- a variation of "guns and butter" shibboleth. And civilian producers are expected to be told early next year they'll have to make "margarine", not "butter" -- by means of compulsory conservation, standardization and simplification orders (Vol. 7:45).

Opinion within control agencies is divided on this subject. One school of thought says: "Why should we tell manufacturers how to run their businesses? Just give them the material and let them use it as they wish." Others reply: "It's our duty to get maximum production from minimum materials, thereby prevent shortages of civilian goods and help hold down inflation and unemployment.

As for TV-radio, such orders may be forthcoming -- but they're still only a gleam in the eyes of high DPA policymakers. It's known that no such orders are as yet under active consideration within NPA's Electronics Division.

NPA compliance investigations will be stepped up. Some tire companies are already being disciplined -- through reduced rations -- for alleged deliberate miscalculations of rubber quotas.

Reorganization of mobilization setup is also in wind. Wilson is reported favoring naming of production & procurement czar -- either Munitions Board chairman John Small or new Defense Undersecretary.

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Charge that defense program is moving too fast, first such public criticism by a leading industrialist, came from GE chairman Philip D. Reed. He says "peak of rearmament program is too high...and it comes too soon," asks Govt. to consider if it should be "re-phased, the peak taken off and spread over 2-4 additional years."

Now that someone has broken the ice (notably an industrial colleague of Wilson's!), you'll hear more of this type criticism, based on view that "inflation

and misery which lie along the road [of too-rapid mobilization] are no less formidable enemies than the rulers of Russia." Reed says military has been overstating its needs and Congress playing politics by approving blindly everything Pentagon asks.

If Korean fighting stops, advocates of more gradual mobilization program may gain influence. But as of today, military plans are being expanded -- toward a higher-level rearmament, to be achieved over longer period, with consequent tighter and longer pinch on civilian production.

Mobilization Notes: Top 100 defense contractors of fiscal 1951 include 17 electronics and related firms which received 10% of dollar value of all military contracts. Newly revised tabulation by Munitions Board is more accurate and includes more companies than earlier estimates given Senate Small Business Committee July 18 (Vol. 7:29). The 100 companies listed received 61.5% of all military prime contracts during fiscal year—or $18 billion out of total of nearly $30 billion.

General Motors leads list with $2 billion, or 8% of year's contract placement dollar volume. Only firm generally regarded as "electronics" in first 10 is GE, fifth with $654,200,000, or 2% of total. Other 8 make aircraft.

It should be noted that many aircraft and other "non-electronic" firms make some electronic equipment and many "electronic" companies make some non-electronic equipment. Much of the orders on list were subcontracted to other firms. Following are electronics and related firms in list of first 100, their position on list, dollar value of their prime contracts in fiscal 1951 and their percentage of year's total military contracts:

GE, fifth, see above; AT&T, 14th, $400,700,000 or 1.3%; Bendix, 16th, $368,700,000 or 1.2%; Sperry, 17th, $343,300,000 or 1.2%; Westinghouse, 18th, $324,400,000 or 1.1%; IT&T, 23rd, $179,300,000 or .6%; Avco, 29th, $153,600,000 or .5%; RCA, 31st, $144,600,000 or .5%; Collins Radio, 39th, $102,100,000 or .3%; Philco, 42nd, $94,500,000 or .3%; Raytheon, 49th, $79,800,000 or .3%; Hazeltine, 63rd, $55,500,000 or .2%; Gilfillan Bros., 63rd, $55,500,000 or .2%; American Bosch, 70th, $48,500,000 or .2%; Stewart-Warner, 77th, $41,500,000 or .1%; Sylvania, 91st, $31,500,000 or .1%; Radioplane Co., 95th, $29,500,000 or .1%.

During first 4 months of fiscal 1952, Defense Dept. obligated $10.5 billion for "hard goods." Using general 10% rule-of-thumb, it's good guess that $1 billion of this was for electronics-communications. Military "hard goods" obligations for 16-month period following Korean outbreak total $40.6 billion.

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Home TV-radios may be "blacked out" unless more selenium, nickel and aluminum are made available to meet replacement rectifier needs, selenium rectifier manufacturers warned NPA at recent meeting. They said production will be cut 50% as current materials inventories are used up, and most of this output will be required for defense production. They added shortage could be relieved by diverting more selenium from such users as glass industry, which uses it for coloring. Rectifier makers estimated about 30,000,000 are now in use and 1,500,000 replacements are needed annually to keep home TV-radios working.

Multi-million dollar reliability program for military tubes was outlined to Pentagon electronics experts by GE officials in Washington Dec. 5. GE tube dept. sales mgr. E. F. Peterson told defense electronics personnel GE will be able to turn out 20,000,000 high-reliability tubes annually by end of 1953, with full support of armed forces. He said company has already increased capacity for turning out reliable tubes from less than 500,000 a year at time of Korean outbreak to 5,000,000 annually now. Earlier, Electronics Production Board member J. A. (Shine) Milling, chief, NPA electronics end equipment branch, told meeting of RTMA-NEMA Joint Electron Tube Engineering Council (JETEC): "I don't know of a single problem at the present time that is more urgent or which holds more promise for a real contribution to the defense effort than a realistic program of standardization for reliable or ruggedized tubes."

Trade Personals: Lee McCanne, ex-Stromberg-Carlson v.p., resigns Dec. 21 as asst. director OPS Consumer Durable Goods Div., to become general secretary of Rochester Chamber of Commerce; he'll continue on Stromberg-Carlson board . . . Lloyd Dopkins, Crosley direct dealer sales mgr., named gen. mgr. of New York branch, W. J. O'Brien being appointed appliance div. mgr. and Paul A. Hilton electronics div. mgr. . . . Michael Kory elected president, Emerson-New Jersey Inc., succeeding Samuel Gross, retired . . . Edward L. Pincus, ex-v.p. & gen. mgr., named president, Motorola-Philadelphia Inc. . . . Thomson A. Moore, ex-sales mgr., Ford Motor Co. export operations in U. S., appointed asst. to F. R. Deakins, president, RCA Victor Co. Ltd., Montreal . . . Herman S. Sacks, ex-Hudson-Ross, Chicago, joins Bendix Radio Jan. 1 as asst. gen. sales mgr., newly created post . . . Brooks Kafka named GE purchasing supervisor for CR tubes . . . Martin L. Scher, Emerson national sales mgr., appointed gen. mgr., Emerson-New York Inc. . . . Paul Hines, ex-Raytheon, named director of engineering, Workshop Associates div. of Gabriel Co., in charge of new lab being built at Natick, Mass. . . . Charles H. Griffin, radio sales div. mgr., appointed gen. sales mgr., International Resistance Co. . . . David Kapp, ex-Decca v.p., appointed director of popular artists & repertoire, RCA Victor record dept. . . . Anthony H. Lamb named v.p. manufacturing, Weston Electrical Instrument Corp. . . . Milton R. Benjamin, ex-Majestic, named gen. sales mgr., Jewel Radio Corp., now expanding into TV field . . . Remhold W. Schmidt promoted to asst. manufacturing mgr., DuMont CR tube div., take place of William Carlin, now manufacturing mgr.; Ellsworth S. Doe named supervisor, mechanical & electrical maintenance.

Trade Miscellany: Norge-Admiral deal (Vol. 7:48) "still cooking" this week, should reach climax within next few weeks . . . Admiral convention at Chicago's Drake Hotel Jan. 3-5 will feature refrigerators, include junket to Galesburg (Ill.) plant . . . Philco convention now definitely scheduled for Fri. & Sat., Jan. 4-5, in Chicago's Palmer House . . . Crosley broke ground Dec. 1 for new $5,500,000 defense plant in Cincinnati's Evandale section, one-story structure on 73-acre tract including 360,000 sq. ft. of space and expected to employ 2000 "as early in 1952 as possible" on Air Force & Navy equipment . . . DuMont's 8¢ general pay increase goes into effect Dec. 10, maximum allowed, plans to ask Wage Stabilization Board to permit additional 2¢; some 3500 employes in E. Paterson, Clifton & Passaic plants affected . . . Imperial Television Mfg. Co., Los Angeles, introducing its first 21-in. open-face console with new cylindrical tube face (Vol. 7:47) . . . Motorola completes $1,000,000 order for 1400-mi. Chicago-to-Hungerford, Tex. microwave-relay system for Texas-Illinois Natural Gas Pipeline Co.

Topics & Trends of TV Trade: General Electric Supply Corp., looking to market for appliances, TVs, radios and supplies that by 1954 will be 50% ahead of 1950's record sales (industry total: 7,500,000 TVs, 14,500,000 radios), is being reorganized by establishing 11 new sales districts, more than 70 new places of business. GE Supply's volume this year will exceed $500,000,000, or 5½ times that of 1940.

Plan sets up 4 market areas, each under a v.p. as follows: Northeast region, headquarters at Bridgeport, under Charles T. Shropshire, ex-v.p. & asst. to president; North Central, Chicago, Donald B. White, ex-mgr., Buffalo district; Southeast-Southwest, Atlanta, Robert A. Clark, ex-Atlanta district mgr.; Western, Los Angeles, Harry C. Gerster, ex-Los Angeles district mgr.

Sales districts will be increased to 47 through subdivision of existing districts. New districts: Memphis, Jacksonville, Bridgeport, San Antonio, Lubbock, Tex., Rockford, Ill., Grand Rapids, Wichita, Phoenix, Little Rock, Sacramento. New branch houses will be opened in New York, Boston, Philadelphia, Pittsburgh, Detroit, Cleveland, Chicago, Los Angeles, Newport News, Va.; Greenville, S. C.; Albany, Ga.; Tyler, Tex.; Burlington, Vt.

Said president Charles R. Pritchard: "We are enlarging our organization in order to serve [GE & Hotpoint] more aggressively, efficiently and economically, as well as to improve our service . . ."

* * * *

Merchandising Notes: November TV-radio sales in 5 New York City dept. stores surveyed by *Herald Tribune* went up 18, 36, 69, 77 & 89% in dollar volume, compared with same 1950 month; went down in 6 other stores 12, 12, 23, 40, 41 & 51% . . . Philco establishing factory branch, to be known as Philco Los Angeles, as of Jan. 1 under temporary presidency of Phil Gough, president of Gough Industries Inc., who was feted at party in Pasadena Civic Auditorium Dec. 9 attended by more than 3000 State dealers and families . . . DuMont offering new CR tube guarantee to manufacturers, effective for 6 months from date of actual installation of receiver in home . . . Majestic out this week with 3 new models—17-in. table in cordovan leatherette cabinet, $200; 20-in. Regency console, mahogany, two-third doors, $340; same 20-in. oak, $360 . . . Masterpiece TV Manufacturing Co., 725 Sutter Ave., Brooklyn, N. Y. (R. R. Marantz, president) offering "custom" cabinets for 20-in. picture tubes, 30-tube chassis, so that customer can virtually design own receiver from choice of dozen woods, 6 color schemes, varying accoutrements.

October 10% excise tax collections on TVs, radios, phonographs & components jumped to $7,611,859 from $6,227,593 in September, and compared with $5,892,095 in October 1950. Phonograph records excises totaled $1,018,711, up from $388,442 in September, $568,002 in October 1950. Refrigerators, air conditioners etc. paid $4,338,270, up from $3,293,847 in September, down considerably from the $6,484,099 of October 1950.

October receiving tube sales of 34,137,519 brought total for first 10 months of 1951 to 314,932,875—of which 211,273,000 were shipped for use in new sets, 78,940,247 sold for replacements, 5,681,734 sold to govt. agencies, 19,037,876 exported. In October 1950, RTMA reports, sales were 40,105,611 units, and for first 10 months of 1950 they were 304,910,357.

Annual RTMA membership list and trade directory, listing association's officers, directors, committees and detailing companies, products they make, trade names, came off the press this week for distribution to members.

LOTS OF TALK about CBS-Columbia Inc. plans to increase TV set production, launch big advertising-merchandising drive, buy up other companies with aim of taking one of top places in TV-radio manufacturing industry. But rumors that it's acquiring Majestic, Muntz, Meck, Philharmonic, et al., are discounted by principals. Said CBS-Columbia president David Cogan:

"There have been at least a dozen companies offered to us, and we've talked to them but have made no decisions. Why do you think they want to sell? Are they in such bad way? Another thing—we're having our lawyers try to get a clearer interpretation of NPA's rules on purchase of plants—whether we could move facilities to new plants, etc. If we bought any, we'd probably temporarily produce at the existing plant."

CBS-Columbia several weeks ago acquired old Mack Motors plant in Long Island City, 275,000 sq. ft. (Vol. 6:47). Its appeal for more materials from NPA, indefinitely postponed, is now being held in abeyance at own request. "After all," said Cogan, "we may not have the new plant in production for 8 months or so, and the materials situation may be different by then. But we're selling all the sets we can make now and, of course, we'd like to make more. As I've said before, our plans are long-range."

Private-label business is being kept at "exactly the same percentage of our production it has always been," Cogan said. "In fact," he went on, "we've even cut CBS-Columbia brand production to keep it up. It's very valuable to us, and I think it's only fair to our customers.

"Private-label business has given us a good 'flat' production. In the summer, we maintain a high production curve and warehouse sets for such organizations as Sears. That has given us an advantage, compared with companies of similar size which have an extremely rough time in the summer.

"Furthermore, such large private-label customers give us an excellent field-testing organization. One of the big reasons for keeping our present plant is because of private-label business."

Zenith paid $50,000 to James P. Finnegan, St. Louis Collector of Internal Revenue now under indictment for bribery, solely for purpose of getting feature films for Jan.-March 1951 Phonevision tests—not because of any tax difficulties. So stated Zenith president Eugene McDonald after *St. Louis Globe-Democrat* this week broke story of fee. McDonald said number of people, including Finnegan, had approached him when it was apparent film producers wouldn't provide films, assuring him they could get them. He retained Finnegan, and producers offered films shortly afterwards. McDonald said he didn't know what, if anything, Finnegan did to shake pictures loose. It's been generally assumed that word from Justice Dept., hinting "conspiracy," had much to do with film producers' release of films; speculation is that Finnegan sparked interest of Justice Dept. In Los Angeles this week, meanwhile, H. C. Bonfig, Zenith v.p., plumped for Phonevision in talk to Sales Executives Club, saying FCC petition will be filed soon and that NCAA and outstanding universities have offered support for subscription TV.

New 8½-in. portable scheduled for production in 2 weeks under Gotham trade name by Harold Shevers Inc., New York, weighs 29 lbs., lists at $199.95 in airplane cloth, also available in leather.

Though Hazelton, Pa. has estimated 2500 sets in use, Mountain City TV Corp. (Tristram F. Lucian, president) hopes to double number by installing community antenna system. City Council recently gave company go-ahead.

Testimonial to uhf potential is fact Westinghouse Radio Stations Inc., operating WBZ-TV, Boston, and pre-freeze applicant for vhf in Pittsburgh, Ft. Wayne & Portland, Ore., where it has AM stations, will shortly file for uhf in Philadelphia. Of 5 applications filed with FCC this week, 3 were for uhf: WCHA, Chambersburg, Pa., seeking Channel No. 46; WHKP, Hendersonville, N. C., No. 27; Grace S. & C. W. Rogers, theatre owners of Carbondale, Ill., No. 34. Two sought vhf: WCSC, Charleston, S. C., No. 5; WLOS, Asheville, N. C., No. 13. That makes 465 applications now pending, of which 24 are for uhf. [For further details about foregoing applications, see *TV Addenda 13-U* herewith; for listing of all applicants to date, see *TV Factbook No. 13* and Addenda to date.]

Eighteen TV stations in Mexico are envisaged in plans of Romulo O'Farrill, Mexico City industrialist who owns XHTV there and XELD-TV, Matamoros, in addition to AM station XEX, the *Mexico City Novedades*, *Mexico City News* (English-language newspaper) and country's Packard Motor Co. assembly and distribution organization. His third TV is already under construction at Cortez Pass, a fourth is planned at Tiajuana, and he has just set up Inter-American TV to produce and distribute kinescope and film shows and promote interchange of programs with U. S. Placed in charge is Monte Kleban, ex-KTRH, Houston, and WOAI, San Antonio, presently mgr. of XELD-TV, who will have offices at Alfonso Herrera 67, Mexico City, D. F.

First paid transcontinental color TV transmission came Dec. 7, when CBS leased lines to transmit delicate heart operation from Los Angeles County General Hospital to U of Chicago Medical Center and CBS New York headquarters. Doctors at New York receiving point carried on conversation with surgeon who had microphone in mask. AT&T says that transmission is first paid cross-country color TV event, but that experimental transcontinental (and equivalent, in loops) transmissions of both RCA and CBS color have been accomplished by AT&T engineers many times. This includes tests during RCA's Oct. 16-18 New York theatre-TV showings (Vol. 7:41-42).

FCC turned thumbs down on uhf experimental application of WHUM, Reading, Pa., this week (Vol. 7:33, 38, 43, 45, 47) after mulling series of caustic petitions filed by WHUM and WEEU, Reading—latter opposing grant. Commission wrote letter to WHUM, saying station probably wouldn't be built before end of freeze, and since it would have "all the characteristics of a commercial TV station," grant would be "contrary to the spirit and purposes" of freeze. WHUM had proposed to build station with 200-kw ERP, 1000-ft. tower. It has 20 days to ask for hearing.

Following FCC's ruling on political broadcasts (Vol. 7:48), wherein Commission said stations can't censor candidates' talks, regardless of state libel laws, NARTB board this week passed resolution endorsing Horan bill (H.R. 5470) which would exempt stations from liability for candidates' utterances.

Softer, more human TV pictures, as well as glare reduction, are claimed by Bausch & Lomb Optical Co. for new "TV eyeglasses" developed after year of research.

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Bit-of-brag dept.: "Your Dec. 1 issue is very interesting," writes gen. mgr. Philip G. Lasky, KPIX, San Francisco, "particularly the 'Have Not' story on page 1 & 2. Not only have you been a True Believer, but a Prophet as well; I recall how earnestly you begged broadcasters to get into TV. The year now closing has been very satisfactory for KPIX, and during the month Dec. 15 to Jan. 15 we will be moving into our new building on Van Ness Ave., truly the last word in TV plants, according to the many visitors we have had."

Eidophor color theatre-TV (Vol. 7:42, 45-46) will be installed in 73 to 100 Southern California theatres within year, said National Theatres president Charles P. Skouras in Hollywood this week. He also revealed he plans to produce own shows for Swiss-developed theatre-TV system, GE making all equipment from cameras to projectors. But National Theatres and 20th Century-Fox, which jointly own Eidophor, still have hurdles to overcome, not least being NPA's order M-90, which bans commercial production of color TV equipment, including color theatre TV (Vol. 7:47-48). One suggestion under consideration is that the CBS-type color components used in Eidophor could be made in Switzerland or elsewhere overseas, rest of equipment in U.S., without violating M-90. Joint meeting of theatre-TV proponents in New York Dec. 7—including Motion Picture Assn., Theatre Owners of America, Allied, Theatre Network TV, National Exhibitors Theatre-TV Committee—took up question of M-90, referred it to legal committee for study and clarification.

Petition to enlarge issues in Feb. 25 theatre-TV hearing will be filed with FCC—probably next week—by theatre-TV exponents, including National Exhibitors Theatre-TV Committee, MPAA, TOA, Allied. FCC will be asked to consider whether, with slight modification of FCC rules, present frequency allocations to motion picture industrial radio services can be used for transmission of TV programs to theatres. Petition backing this idea was filed Sept. 11 by 20th-Century-Fox (Vol. 7:36), but it's believed industry-wide petition won't ask assignment of the frequencies, but will merely request that hearing be broadened to include the issue. Fox is expected to modify its petition to conform with industry proposal.

FCC sustained Comr. Sterling this week, in his ruling as motions commissioner, by refusing to permit intervention of Fanchon & Marco theatre chain (St. Louis, Los Angeles) in Paramount hearing (Vol. 7:41, 47). Chain is protesting proposed ABC-United Paramount Theatres merger (Vol. 7:21), alleging it's victim of monopoly practices by old Paramount company, and fearing results of merger. Commission will permit F&M to offer testimony, even though denying it intervention. Comr. Jones dissented, saying that since Justice Dept. hasn't offered to intervene, FCC can use help from such organizations as F&M. Chain came right back Dec. 7, asked for reconsideration of decision.

Sharply curtailing TV-radio broadcasts of its baseball games, New York Yankees Dec. 5 bowed to plea by minor league chief George M. Trautman. He told minor league convention in Columbus that small clubs are folding up because of TV-radio broadcasts of major league games in minors' territory. Of TV, he said: "Its impact upon professional and other sports already has generated a chilling fear in the hearts of most club officials." Yankees announced they'll abandon all network broadcasts, including game-of-the-day radio coverage. Home games will continue to be telecast on WPIX. Minor league convention wound up Dec. 7 after passing resolution demanding 50% of proceeds from major league TV-radio rights.

Additional data on Lawrence tri-color tube (Vol. 7:48) is supplied by December *Electronics*, which indicates that new 3-gun version provides an answer to use of tube with compatible color system. Engineers had been wondering how one-gun tube, which handles field-sequential system, could be made to work with high color subcarrier frequency (3.89 mc) of compatible system.

U. S.-Mexican border allocations (Vol. 7:45) are none too pleasing to number of southwestern applicants. As result, NARTB board this week decided to ask for reopening of negotiations and future participation in negotiations—through FCC hearings.

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Television Digest with ELECTRONICS REPORTS
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Supplement No. 76
December 8, 1951

Full Text of NARTB-TV

Code of Practices for Television Broadcasters

Adopted Dec. 6, 1951 by Television Board of National Assn. of Radio & Television Broadcasters *

Including Procedures Relating to Administration, Hearings and Decisions

PREAMBLE

TELEVISION is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

The revenues from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

The American businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

Television, and all who participate in it, are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

In order that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and cooperation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

(a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

(b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

(c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

ACCEPTABILITY OF PROGRAM MATERIAL

Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has towards his society. Furthermore:

(a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) The Television Code Review Board (see V, Section 3) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, the use of which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

* **Membership of Board:** Eugene S. Thomas, WOR-TV, New York, chairman; Robert D. Swezey, WDSU-TV, New Orleans, vice chairman; Campbell Arnoux, WTAR-TV, Norfolk; Harry Bannister, WWJ-TV, Detroit; Harold Hough, WBAP-TV, Fort Worth; Clair R. McCollough, WGAL-TV, Lancaster, and WDEL-TV, Wilmington, Del.; Paul Raibourn, KTLA, Los Angeles; W. D. Rogers Jr., KEYL, San Antonio; George B. Storer, Fort Industry Co. (WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta; KEYL, San Antonio); Frank M. Russell, NBC, Washington; C. J. Witting, DuMont.

Members of Code Committee: Directors Swezey (chairman), McCollough, Raibourn, Hough, Bannister. Also, Davidson Taylor, NBC; James L. Caddigan, DuMont; Donald W. Thornburgh, WCAU-TV, Philadelphia; Leonard Reinsch, WSB-TV, Atlanta, and WHIO-TV, Dayton; Walter J. Damm, WTMJ-TV, Milwaukee; Henry W. Slavick, WMCT, Memphis; James D. Hanrahan, WEWS, Cleveland; Thad H. Brown Jr., NARTB director of TV and counsel to TV board.

(b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

(c) (i) Contests may not constitute a lottery.

(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided. (Reference, Contests)

(d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

(e) Illicit sex relations are not treated as commendable.

(f) Sex crimes and abnormalities are generally unacceptable as program material.

(g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

(h) The administration of illegal drugs will not be displayed.

(i) The use of liquor in program content shall be deemphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

(j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

(k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

(l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

(m) Televised drama shall not simulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.

(n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

(o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

(p) Unfair exploitation of others for personal gain shall not be presented as praiseworthy.

(q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

(r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

(s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

(t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

(u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

(v) Suicide as an acceptable solution for human problems is prohibited.

(w) The exposition of sex crimes will be avoided.

(x) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under "Acceptability of Program Materials.") Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

(a) In affording opportunities for cultural growth as well as for wholesome entertainment.

(b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

(c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

(d) In eliminating reference to kidnaping of children or threats of kidnaping.

(e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

(f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Racial or nationality types shall not be shown on television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

TREATMENT OF NEWS AND PUBLIC EVENTS

News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such.

4. Good taste should prevail in the selection and handling of news:

Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content, format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . . " should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to the public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

CONTROVERSIAL PUBLIC ISSUES

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop, with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a. Requests of individuals, groups or organizations for time to discuss their views on controversial public issues should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b. Programs devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is purely of an entertainment, news, or other character.

POLITICAL TELECASTS

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or viewers to believe that the program is of any other character.

RELIGIOUS PROGRAMS

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a. Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

b. Religious programs should be presented respectfully and accurately and without prejudice or ridicule.

c. Religious programs should be presented by responsible individuals, groups, and organizations.

d. Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

(a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

(b) A sponsor's advertising message should be confined within the framework of the sponsor's program structure. A television broadcaster should seek to avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified before the sponsor's advertising material is first used, and should be signed off after the sponsor's advertising material is last used.

(c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

(d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

(e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

(f) Television advertisers should be encouraged to devote portions of their allotted advertising messages

and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

(g) A charge for television time to churches and religious bodies is not recommended.

ACCEPTABILITY OF ADVERTISERS AND PRODUCTS—GENERAL

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

(a) The advertising of hard liquor should not be accepted.

(b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

(c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

(d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.

(e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

(f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is unacceptable.

(g) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is unacceptable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

ADVERTISING OF MEDICAL PRODUCTS

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof.

(a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

(b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

CONTESTS

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (See Time Standards for Advertising Copy.)

PREMIUMS AND OFFERS

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

TIME STANDARDS FOR ADVERTISING COPY

1. As a guide to the determination of good telecast advertising practice, the time standards for advertising copy, presently suggested, are as follows:

Length of Program	Length of Advertising Message (minutes and seconds)		
	News Programs	All Other Programs	
(minutes)	Day and Night	Class "A" Time	All Other Hrs.
5	1:00	1:00	1:15
10	1:45	2:00	2:10
15	2:15	2:30	3:00
25		2:50	4:00
30		3:00	4:15
45		4:30	5:45
60		6:00	7:00

2. The times set forth above do not affect the established practice of reserving for the station's use the last 30 seconds of each program for station break and spot announcements.

3. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled provided that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

4. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent. In the present state of experimentation in programming and advertising techniques in television programs of this type no definite limitations to these exceptions are set forth at this time.

5. Any casual reference in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

6. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

DRAMATIZED APPEALS AND ADVERTISING

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

SPONSOR IDENTIFICATION

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934 and the Rules and Regulations of the Federal Communications Commission.

Regulations and Procedures

THE following Regulations and Procedures shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

I—NAME

The Name of this Code shall be the Television Code of the National Association of Radio and Television Broadcasters.*

II—PURPOSE OF THE CODE

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

III—SUBSCRIBERS

Section 1, Eligibility: Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non-television member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

Sec. 2, Certification of Subscription: Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Approval", a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or a film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of the NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

Sec. 3, Duration of Subscription: Subscription shall continue in full force and effect until thirty days after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

Sec. 4, Suspension of Subscription: Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming including commercial copy which, by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors, at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for).

* "Television Board. The Television Board is hereby authorized: . . . (4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable; . . .". *By-Laws of The National Association of Radio and Television Broadcasters, Article VII Section 2.B.(4).*

Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision. Such decision shall be final.

Sec. 5, **Additional Procedures:** The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special considerations shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

Sec. 6, **Amendment and Review:** Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

Sec. 7, **Termination of Contracts:** All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

IV—RATES

Each subscriber shall pay "administrative" rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B (3) and (4), By-Laws of the NARTB); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

V—THE TELEVISION CODE REVIEW BOARD

Section 1, **Composition:** The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board, upon the promulgation of the television code. The Review Board shall be composed of five members, all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible to serve on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification, of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following the annual NARTB Convention of 1952. Thereafter a term shall be for one year.

A. **Limitation of Service:** A person shall not serve consecutively as a member of the Review Board for more than two years.

Sec. 2, **Quorum:** A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

Sec. 3, **Authority and Responsibilities:** The Television Code Review Board is authorized and directed:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to develop and maintain appropriate liaison with governmental agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers concerning the attitude and desires programwise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

A. **Delegation of Powers and Responsibilities:** The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

B. **Meetings:** The Television Code Review Board shall meet regularly at least four times a year at a date to be determined by it in the months of January, March, June and September. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

Appendix A

ADDITIONAL PROCEDURES RELATING TO ADMINISTRATION, HEARINGS AND DECISIONS*

THE TELEVISION CODE REVIEW BOARD AUTHORITY AND RESPONSIBILITIES

[Reference: *Television Code, Regulations & Procedures,* V, Sec. 3]

Section 1, **Preferring of Charges—Conditions Precedent:** Prior to the preferring of charges to the Television Board of Directors concerning violation of the Code by a subscriber, the Television Code Review Board (1) shall have appropriately, and in good time, informed and advised such subscriber of any and all complaints and information coming to the attention of the Television Code Review Board and relating to the programming of said subscriber, (2), shall have reported to, and advised, said subscriber by analysis, interpretation, recommendation or otherwise, of the possibility of a violation or breach of the Television Code by the subscriber and (3) shall have served upon the subscriber by Registered Mail a Notice of intent to prefer charges, at least twenty days prior to the filing of any such charges with the Television Board of Directors. During this period the Television Code Review Board may, within its sole discretion, reconsider its proposed action, based upon such written reply as the subscriber may care

* Reference: By-Laws of the National Association of Radio and Television Broadcasters, Article VII, section 2, B (4); Television Code, Regulations and Procedures, III, section 5.

to make, or upon such action as the subscriber may care to take programwise in conformance with the analysis, interpretation, or recommendation of the Television Code Review Board.

A. Notice of Intent: The Notice of Intent shall include a statement of the grounds and reasons for the proposed charges, including appropriate references to the Television Code.

B. Time: In the event that the nature of the program in question is such that time is of the essence, the Television Code Review Board may prefer charges within less than the twenty days above specified, provided that a time certain in which reply may be made is included in its Notice of Intent, and provided that its reasons therefore must be specified in its statement of charges preferred.

Sec. 2, Confidential Status: Hearings shall be closed; and all correspondence between a subscriber and the Television Code Review Board and/or the Television Board of Directors concerning specific programming shall be confidential; provided, however, that the confidential status of these procedures may be waived by a subscriber.

Sec. 3, The Charges: The charges preferred by the Television Code Review Board to the Television Board of Directors shall include the grounds and reasons therefore together with specific reference to the Television Code. The charges shall contain a statement that the conditions precedent, hereinbefore described, have been met.

HEARINGS AND DECISIONS—TELEVISION BOARD OF DIRECTORS

[Reference: *Television Code, Regulations & Procedures,* III, Sec. 4]

The following additional rules and procedures shall obtain in such hearings as may be held pursuant to the *Television Code, Regulations and Procedures,* III, section 4:

Section 1. A subscriber shall be advised in writing by Registered Mail of the charges preferred, which notice shall include a statement of the grounds and reasons for such charges, together with appropriate reference to the *Television Code.*

Sec. 2. A subscriber against whom charges have been preferred, and who has exercised his right to a hearing, shall be entitled to effect presentation of his case personally, by agent, by attorney, or by deposition and interrogatory.

Sec. 3. Upon request by the subscriber-respondent or the Television Code Review Board, the Television Board of Directors, in its discretion, may permit the intervention of one or more other subscribers as parties-in-interest.

Sec. 4. A stenographic transcript record shall be taken and shall be certified by the Chairman of the Television Board of Directors to the office of the Secretary of the National Association of Radio and Television Broadcasters, where it shall be maintained. The transcript shall not be open to inspection unless otherwise provided by the party respondent in the proceeding.

Sec. 5. The Television Code Review Board may, at its discretion, utilize the services of an attorney from the staff of the NARTB for the purpose of effecting its presentation in a hearing matter.

Sec. 6. At hearings, the Television Code Review Board shall open and close.

Sec. 7. The right of cross-examination shall specifically obtain. Where procedure has been by deposition or interrogatory, the use of cross-interrogatories shall satisfy this right.

Sec. 8. The Presiding Officer shall rule upon all interlocutory matters, such as, but not limited to, the admissibility of evidence, the qualifications of witnesses, etc. On all other matters, authority to act shall be vested in a majority of the Television Board unless otherwise provided. (Reference: *Television Code, Regulations and Procedures,* III, section 4).

Sec. 9. Films, kinescopes, records, transcriptions, or other mechanical reproductions of television programs, properly identified, shall be accepted into evidence when relevant.

Sec. 10. Continuance and extension of any proceeding or for the time of filing or performing any act required or allowed to be done within a specific time may be granted upon request, for a good cause shown. The Board or the Presiding Officer may recess or adjourn a hearing for such time as may be deemed necessary, and may change the place thereof.

Sec. 11. The decision of the Television Board of Directors shall contain findings of fact with conclusions, as well as the reasons or bases therefor. Findings of fact shall set out in detail and with particularity all basic evidentiary facts developed on the record (with appropriate citations to the transcript of record or exhibit relied on for each evidentiary fact) supporting the conclusions reached.

Sec. 12. A request for reconsideration or rehearing may be filed by parties to the hearing. Requests for reconsideration or rehearing shall state with particularity in what respect the decision or any matter determined therein is claimed to be unjust, unwarranted, or erroneous, and with respect to any finding of fact shall specify the pages of record relied on. If the existence of any newly discovered evidence is claimed, the request shall be accompanied by a verified statement of the facts together with the facts relied on to show that the party, with due diligence, could not have known or discovered such facts at the time of the hearing. The request for rehearing may seek:

a. Reconsideration
b. Additional oral argument
c. Reopening of the proceedings
d. Amendment of any findings, or
e. Other relief.

Sec. 13. Requests for reconsideration or rehearing shall be filed within ten (10) days after receipt by the respondent of the decision. Opposition thereto may be filed within five (5) days after the filing of the request.

Sec. 14. At the discretion of the Television Board, application of any penalty provided for in the decision may be suspended until the Board makes final disposition of the request for reconsideration or rehearing.

Sec. 15. Any member of the Television Board may disqualify himself, or upon good cause shown by any interested party, may be disqualified by a majority vote of the Television Board.

MARTIN CODEL's
AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING AND ALLIED ELECTRONICS ARTS AND INDUSTRY

Television Digest
with ELECTRONICS REPORTS

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UP-TO-DATE DIRECTORY OF THE FCC: Our new directory of FCC personnel, sent to all full-service subscribers herewith (Supplement No. 56-C), should help you orient yourself in light of the considerable reorganization the Commission has undergone since our last compilation. Moreover, FCC itself hasn't issued any recent listing.

An important aspect of the directory is the organization and composition of the 3 major bureaus -- Broadcast, Common Carrier, Safety & Special Radio Services. Names, titles, etc. are as supplied by heads of bureaus and offices.

You may notice, incidentally, the relative stability of commissionership tenures -- no changes since Comr. Hennock's appointment in 1948. But rumors persist, some well-founded, some baseless, that changes are imminent. Matter of fact, you hear plenty of emphatic opinions that several commissioners, if not majority, will leave during the 1952 election year.

Appended to FCC directory, we've added listing of Senators and Congressmen, with staffs, of Congressional committees handling radio legislation.

Note: Shortly after New Year's Day, we'll have ready for all subscribers an Index to Contents of 1951 Newsletters; and full-service subscribers will receive our TV Factbook No. 14 and our 1952 AM-FM Directory. Orders for extra copies of Factbook ($2.50) and AM-FM Directory ($7.50) should be placed by subscribers now.

UHF—SILVER LINING OF THE TV FREEZE: There was reason for imposition of the freeze, but no one has found any good in the way it has dragged on -- for more than 3 years. Yet there's one worthwhile byproduct that can't be blinked:

Uhf has risen from little more than theory to a proven art.

Manufacturers have seized upon the hiatus, unwelcome as it has been, and made uhf work. Had it not been for freeze, 400-500 vhf stations in 200-300 markets might have been on air by now -- and uhf would be facing almost insuperable odds. Upshot of uhf's 3-year "break":

(1) RCA-NBC's experimental Bridgeport station has been on air for 2 solid years, rebroadcasting excellent signals (from New York's WNBT) day in and day out with fewer "outages" (breakdowns), if anything, than some vhf stations.

(2) GE has produced prototype klystron-powered transmitter and helical antenna good for full 200-kw ERP proposed by FCC, and others won't be far behind.

(3) Virtually all tuner makers and set builders have designed units with good performance, at reasonable cost -- and are champing at the bit for uhf stations.

(4) FCC has amassed enough uhf propagation and interference information to fashion uhf standards and allocations with which few engineers find serious fault.

Freeze's effect on station economics has also worked to sweeten uhf. With receivers concentrated in relatively few markets, there has been a quick answer to question of whether TV can be profitable. It's hard to believe, but TV losses were a fearsome thing mere 3 years ago. Today, TV station of any kind looks good.

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Reason why uhf should succeed is simple, now that most technical bogies have been laid low:

No TV service, or very limited service, will be available to large portion of population if uhf isn't put to work.

A glance at FCC's proposed allocation table (TV Factbook No. 13) confirms that. While table may be changed somewhat in final decision, note that following cities of first 50 markets have no vhf at all: Hartford, Worcester, Youngstown, Bridgeport, Springfield-Holyoke, Allentown-Bethlehem, Wilkes-Barre-Hazleton, Fall River-New Bedford. Then consider the scores of cities where uhf will outnumber vhf. It's 3-to-1, for example, in Montgomery, San Jose, Flint and Austin.

Result is that dam is breaking. Of 466 applications on file, 23 are uhf -- and proportion will increase rapidly. Westinghouse is willing to try uhf in such an "old" vhf town as Philadelphia. Dr. DuMont hankers for uhf in some areas. The multiple owners, such as RCA-NBC, eagerly hope FCC follows through on suggestion 2 or 3 uhf may be added to string of 5 vhf. Even for Denver, largest city without TV and earmarked for 4 vhf & 2 uhf channels, big interests will soon ask for uhf.

Everyone would prefer vhf, sure. It's the bird in the hand. But the stark facts are that:

Only 557 vhf stations in 342 cities are possible on the 12 vhf channels under FCC's proposed plan -- 108 of these already operating in 65 cities. On other hand, literally thousands of uhf may be built on the 70 uhf channels -- everywhere. Final decision will probably squeeze in a few more vhf, but increase will be minor.

TV CONSTRUCTION COSTS—NARTB's TALLY: A comprehensive analysis of TV station costs, one of industry's urgent needs, has finally emerged. It comes from logical source -- NARTB. It was prepared by Neal McNaughten, director of engineering, is based on data and prices of major manufacturers, has been checked and approved by them and by representative TV station operators.

"Television Construction Costs, December, 1951" is title of booklet which goes to printer about first of year, to be distributed to NARTB members.

Study is no complete substitute for individual station analyses; NARTB doesn't pretend that it is, but the basic costs are there. Full attention is called to many variables -- legal & engineering fees (including hearings), cost of land, construction of new buildings and towers or alteration of old, different tower requirements due to climate, terrain, etc. And NARTB says that certain figures are subject to slight revision, based on data to come.

Dollar figures cover both minimum and maximum powers contemplated by FCC. Where building construction is involved, NARTB warns: "Based upon $1 to $1.50 per cubic ft., it is obvious that this study doesn't contemplate a plush nickel-plated layout." Here are the figures for vhf:

* * * *

(1) In cities under 50,000 (1-kw ERP, 300-ft., minimum): (a) $135,000 for station with no studios, programmed by network and/or film originations; (b) $159.-000 if building or alterations needed; (c) $219,000 if studio with dual-camera chain added. If 300-ft. self-supporting tower is used instead of guyed structure, add $12,500 to foregoing estimates.

(2) In cities 50,000-250,000 (2 kw, 500 ft.), figures for same 3 groups as above are: (a) $184,750, (b) $211,750, (c) $274,000.

(3) In cities 250,000-1,000,000 (10 kw, 500 ft.), the estimated costs are: (a) $200,000, (b) $237,500, (c) $299,750. If remote pickup truck (without its own camera) is added, total is $332,250.

(4) In cities over 1,000,000 (50 kw, 500 ft.), figures are: (a) $244,500, (b) $292,000, (c) $356,250. If complete remote truck (with camera) is included, the figure would be $438,250.

In last 3 groups, if 500-ft. self-supporting tower is employed in lieu of guyed, add $38,500 to each figure.

But few applicants want minimum powers. In fact, McNaughten is now analyzing recent applications from our summaries in weekly (blue) addenda to TV Factbook

No. 13, finds most requesting powers nearer maximum. Therefore, for "the works" in station power, cost is $593,500 for 100 kw (Channels 2-6) and $587,500 for 200 kw (Channels 7-13) -- including remote truck, double-hop microwave, other refinements.

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Uhf costs "are not altogether reliable at this time," report says, pointing out that all manufacturers' plans aren't yet final. However, following figures are adduced for situations paralleling the 4 vhf categories above -- in powers, in heights and in programming facilities:

(1) Cities under 50,000 -- $136,500, $160,500, $220,500. If 300-ft. guyed tower is used, add $15,000; if self-supporting tower, add $27,500.

(2) Cities 50,000-250,000 -- $160,500, $187,500, $249,750.

(3) Cities 250,000-1,000,000 -- $176,000, $213,500, $308,250. Last figure includes remote truck without camera.

(4) Cities over 1,000,000 -- $251,000, $298,500, $439,750. Last figure includes truck with camera.

In last 3 groups, add $31,500 for 500-ft. guyed tower or $70,000 for self-supporting structure.

No estimate for 200-kw uhf operation is given, since equipment and prices haven't yet shaken down in final form.

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Foregoing figures comprise nub of study. In addition, there are detailed breakdowns of component parts of a station, illustrations of various transmitter-antenna combinations for achieving same ERP, maps of network facilities, table of transmission-line losses, graph of tower costs, graph of receiver production, etc.

With NPA in mind, McNaughten lists copper and steel requirements for transmission lines and towers of various sizes.

To derive average equipment prices, McNaughten took "packages" offered by various manufacturers, broke them down, added them up again -- since each has its own way of pricing and "lumping" equipment.

Probably most important thing to remember in using the NARTB study is fact few people are thinking in terms of minimum power. Very few are asking for as little as 1, 2 or even 10 kw in ERP.

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Outlook for station equipment at freeze's end isn't bad (Vol. 7:11,16,34). But NPA desires more exact picture, has called transmitter manufacturers to Dec. 19 conference in Washington. NPA Electronics Div. chief Edmund T. Morris will supply estimate of 1952 materials availability, get industry reports on equipment on hand, productive capacity, labor supply, defense contracts.

WILL THEY LOOK-&-LISTEN, 7-9 a.m.? Not so many months ago, there were doubts whether daytime TV could be put over -- yet afternoon time sells nicely on most stations now, and even some (late) morning time.

Still, there's many a skeptical eye on NBC-TV v.p. Pat Weaver's latest and most ambitious network telecasting project -- Mon.-thru-Fri. 7-to-9 a.m. show titled "Today" that starts Jan. 14 and promises all-things-to-all: live & film news, including pickups from world capitals, even facsimiles of front pages of same morning's newspapers around country flashed on screen; up-to-minute theatrical & book reviews, with interviews with principals; and of course plenty of hit recordings, with stars as guests.

It's a super-news-plus-disc-jockey show designed "to change the listening habits of the nation." Or as the ebullient Mr. Weaver envisions its larger aspects: "We want the public to be well-informed, to be amused, to be lightened in spirit and in heart, and to be reinforced in inner resolution through knowledge. 'Today' will do this by weaving a pattern of sound & picture that can be utilized by the majority of the American people."

Background of show, which Dave Garroway should be able to m.c. neatly out of his wealth of background as a radio newscaster and disc jockey, let alone his TV

experience, will be 2 large clocks showing EST & CST at all times to viewers on the 36 or more TV stations NBC-TV hopes to line up for its "noble experiment".

Most TV stations don't sign on as early as 7 a.m., few even at 9 a.m., so part of NBC's chore is to sell them on idea -- to say nothing of prodigious task of selling sponsors. If there's full lineup of stations, cost runs about $7000 per 15-minute segment, including flat $650 talent charge; 10-minute segments will also be sold, with 5 minutes every half hour left for local sponsorship.

Not being publicized, but obvious aim, is effort to wean away portion of radio's big early-morning news-disc jockey-spot announcement audience -- via simple device of programming "Today" so that it's listenable without necessity of rising out of bed or abandoning shaving mirror or kitchen stove to look at the TV set. But Garroway may be expected every once in a while, for sake of his sponsors at least, to adjure his audience to "come have a look at this".

Telecasting Notes: Network rate raises are known to be contemplated, but *Advertising Age* is first to report "probability" that WCBS-TV, New York, will boost base hourly rate from $4000 to between $4500 & $4700. Reference is to network rate; local rate of WCBS-TV went to $3750 last Sept. 1 from $3250 last Jan. 1, from $2500 as of Sept. 1, 1950 . . . Decision on NBC-TV network rate rise is expected momentarily, covering 52 interconnected stations, to be justified by nearly 2,000,000 added sets-in-use since last increase of July 1. NBC Research's count then was 13,088,600 (Vol. 7:28); as of Nov. 1, it was 14,555,800 (Vol. 7:46); as of Jan. 1, it's certain to go well over 15,000,000 . . . Whichever increases rates first, CBS & NBC New York key station rates expected to be identical . . . On the AM front, NBC apparently is determined to go ahead with its "basic economic study" plan, whereby radio affiliate rates are reappraised—each to be told its status after Jan. 1, effective July 1. This in face of 72-22 vote against new rate formula at recent Boca Raton convention . . . CBS-Radio has promulgated new "selective facilities plan," effective Jan. 1, 1952, whereby advertiser is offered any combination of affiliates for 15 min. or longer on 13-week cycles, provided (a) advertiser's program is made available to entire CBS radio network, and (b) show can be sponsored by another non-competitive advertiser on "unused" stations without payment to original sponsor . . . "Must reading" for TV-radio commercial staffs: 64-p. "Special Broadcasting Section" of Dec. 10 *Advertising Age*—chockful of excellent reference data on TV and radio, success stories, news, etc. . . . Dean Martin & Jerry Lewis reported to have enjoyed NBC-TV audience of 28,960,000 Nov. 4, whereas their average film plays to around 20,000,000; American Research Bureau says their audience is largest for any regularly scheduled program, giving Milton Berle higher rating but fewer viewers-per-set . . . With Radio Televisao Paulista, Sao Paulo, Brazil, now testing 10-midnight daily, planning formal inauguration Dec. 24, still another Brazilian TV project is reported under way by firm called Radio Record, said to have contracted with GE for equipment, including 24 cameras . . . CBS-TV leases for one year, with options, Hollywood's Earl Carroll's Theater which features 2 revolving stages . . . West Point chapel recipient of donation of organ from NBC . . . Bob Trout, lately with NBC, rejoins CBS Jan. 1 under long-term contract . . . Norsk Swedish Co., Stockholm, has formed Scandinavian-American TV, to market for TV sponsorship (reported price $200,000) exclusive movies of Winter Olympics in Oslo, Feb. 14-25, with hint that Scandinavian Airlines might be willing to go along as co-sponsor.

Katz Agency, TV-radio station reps, has published 1952 edition of its now-standard *Calendar of Expiration Dates*, showing at glance the expiration date of any 13, 26, 39 or 52-week schedule. It's available on request; address 488 Madison Ave., N. Y.

Personal Notes: William S. Paley, CBS chairman, won't be able to wind up duties as chairman of President's Materials Policy Commission before early spring, when report on survey of nation's raw materials resources should be ready; now dividing his time between Washington and New York, he returns then to CBS fulltime, bringing back with him William Ackerman, on leave from CBS to be Commission secretary . . . Joseph A. McDonald, ex-ABC v.p., new treasurer of NBC, reporting to Joseph V. Heffernan, financial v.p. . . . Wm. H. Fineshriber Jr., program v.p., promoted to Mutual executive v.p. . . . William A. Wood, State Dept. chief of Radio, TV & Visual Media, appointed director of CBS-TV news & public affairs, Washington . . . James I. Meyerson, ex-KOME, Tulsa, new mgr. of KOB & KOB-TV, Albuquerque, succeeding Phil Hoffman, now with KECA-TV, Hollywood . . . George R. Dunham, Eastern sales mgr., CBS-TV spot sales, named gen. sales mgr., WCBS-TV, New York . . . J. R. McKenna leaves staff of Millard Garrison, Washington consulting engineer, to join Motorola's research labs in Phoenix, headed by Joseph Chambers, onetime partner of Garrison's . . . Garo Ray, consulting engineer, has sold his stockholdings in WNHC-TV, New Haven, taken on added business called Cine-Video Productions Inc., Hilltop Drive, Stratford, Conn., producing TV and industrial films . . . Robert Alter, Federal, supervising installation and tests of 5-kw transmitter of new Radio Televisao Paulista, Sao Paulo, Brazil (Vol. 7:42, 48) . . . Robert J. Winburn, ex-Dow, Lohnes & Albertson, has opened own law offices in Kass Bldg., Washington . . . Charles Dilcher promoted to Chicago mgr., John Blair & Co.; Harry B. Simmons, ex-Raymer, named head of Detroit office . . . Max Lerner, ex-Legal Aid Society, joins TV division of ABC legal dept. under acting gen. attorney Geraldine B. Zorbaugh; James A. Stabile, ex-William Morris Agency, also joins legal staff . . . H. W. Risser, head of NBC Chicago scenic construction, named mgr. of TV staging services, succeeding Norman Grant, transferred to New York as art director . . . Leonore Silvian, ex-ABC magazine editor, named TV-radio editor of *Look Magazine* . . . Norman G. Gort named TV-radio director on Chesterfield account, Cunningham & Walsh . . . Karl Schullinger promoted to mgr. of TV-radio production, Young & Rubicam, under Nat Wolff; Elizabeth Hart named casting director . . .Edward E. Benham promoted to chief engineer, KTTV, Los Angeles.

Newly named U.S. Senator Fred A. Seaton, 42, appointed to succeed late GOP floor leader Senator Wherry of Nebraska, is third Senator owning radio stations. He's publisher of *Hastings* (Neb.) *Daily Tribune*, operating local KHAS, and with his family also owns KGGF, Coffeyville, Kan.; KMAN, Manhattan, Kan., and various other Midwest newspaper and printing enterprises. Other station owners are Senators Kerr (D-Okla.) and Lyndon Johnson (D-Tex.).

NEW TYPE OF TV BOOSTER station was injected into all the recent talk of satellites, boosters, community antennas, etc.—lately given impetus by Comr. Sterling's speech (Vol. 7:44, 48)—in form of application from WSM-TV, Nashville. Experimental proposal is likely to command sharp Commission attention, though fruition may take years.

WSM-TV asks permission to test concept of John H. (Jack) DeWitt Jr., noted engineer now president of station, who would supervise experiments. He proposes that 5-watt receiving-transmitting station be set up in Lawrenceburg, Tenn., 67 miles from WSM-TV, to rebroadcast WSM-TV's full program schedule on same frequency as main station—Channel 4 (66-72 mc).

Key to operation is fact booster's signals would be vertically polarized, thus minimizing interference with WSM-TV's horizontally polarized emissions. Aim of tests is to determine whether main station's signal maintains polarity at great distances. DeWitt says he's encouraged by measurements to date.

Booster would radiate 10-20 watts ERP, directionally, and cover some 7000 people within 3 miles of site. Nearest co-channel TV stations are in Birmingham, 122 miles, and Memphis, 153 miles. Satellite equipment costs $5288; operation would be unattended.

Whole purpose, says DeWitt, is to "provide more efficient channel utilization." He points out that allocation studies by Bureau of Standards' Kenneth Norton and FCC's Harry Fine show that TV stations can give interference-free service to maximum of only 12% of given area, under optimum power-height-separation conditions.

DeWitt has discussed proposal with Commission people who are intrigued with idea. They concede that if such boosters can raise channel efficiency significantly, FCC must authorize them. But they point to "terrific administrative problems" such as: "Who will own and operate boosters?" Reason FCC is obligated to encourage experiment is that booster would use no new spectrum.

"DeWitt is way ahead of his time," said one Commission official. "He's that kind of a guy."

BLASTING NCAA grid TV "experiment" as unnecessary and dangerous, RTMA sports committee urged colleges to study TV's value in promoting attendance and building goodwill. Analysis by N. W. Ayer v.p. C. L. Jordan, mailed by RTMA this week to college presidents, quotes NCAA's own research as showing "1950 gate receipts for colleges in TV areas were 3.9% above the so-called pre-TV years of 1947-48." Report said attendance at U of Pennsylvania games dropped 17.7%, or average of 8165 per game, from 1950 to 1951—despite fact that Penn televised its games last year and participated in NCAA's control plan this year.

Jordan's analysis said controlled TV destroys freedom of individual schools to televise their own schedules in their home towns, favors big schools at expense of smaller ones, courts bad public relations, "probable court action."

Eastern College Athletic Assn., biggest regional group in NCAA, voted Dec. 14 in favor of continuing controlled TV, after tabling Penn proposal to permit unrestricted live televising by member colleges. Resolution, adopted by big voice vote, prohibits any one of ECAA's 91 member schools from entering into any TV contract pending action by NCAA at Cincinnati next month. Big Ten and Pacific Coast Conferences were expected to follow suit, but whole issue of controlled TV may be academic if Govt. wins anti-trust case against National Football League (Vol. 7:41).

West Coast schools released report saying attendance at games increased 13.6% over 1950 in controlled TV areas, but conceded that rise of Stanford and UCLA as grid powers in TV areas had more effect than TV restrictions.

Station Accounts: AT&T Long Lines Dept. sponsoring *Spirit of Christmas*, half-hour film relating "The Nativity" and "Night Before Christmas," with Mabel Beaton Marionettes, on 80 TV stations in 66 cities, thru Cunningham & Walsh, N. Y. . . . Universal Pictures, announcing expanded budget for "greatest promotional effort" in its history, includes "use of TV for point-of-sale showmanship" . . . Best Foods to sponsor 5-min. film series titled *The Private Lives of Cliff Norton*, starring comic on old Dave Garroway show; feature will continue for Procter & Gamble on WBKB, Chicago, but about 30 other markets are planned for Best Foods thru Benton & Bowles . . . Yellow Cab Co., Philadelphia, sponsoring weekly afternoon variety show titled *Yellow Cab Time* on WFIL-TV, thru Al Paul Lefton Co. . . . Block Drug Co. (Ammident tooth paste) sponsoring *Dick Tracy* on WABD, N. Y., Fri. 7:30-8, thru Cecil & Presbrey, N. Y. . . . Knudsen Creamery Co. of California buys *The Weather*, daily 6:55-7 p.m. forecasts, on KTTV, Los Angeles, thru Heintz & Co., Los Angeles . . . Winston Stores (TVs-radios-appliances) sponsoring *Calling All Women*, audience-participation quiz, Mon.-Wed.-Fri. 2-2:30 p.m. on WPIX, New York . . . Southern Biscuit Co. (cookies & crackers) sponsoring *Cartoon Party*, drawings and stories by artist Pauline Comonar, Sat. 11-11:15 a.m. on WPTZ, Philadelphia, starting Jan. 5 thru Lindsey & Co., Richmond, Va. . . . Among other advertisers reported using or preparing to use TV: M. Hohner Inc. (harmonicas), thru Bobley Co. Inc., N. Y.; Chambers & Robinson (Texas Tavern canned Mexican dinners), thru Ley & Livingston, San Francisco; Lindsay Ripe Olive Co., thru Mogge-Privett Inc., Los Angeles; Marlon Confections Co. (Teens & TV candies), thru Scheck Adv. Agency, Newark (WABD); Cone Export & Commission Co. (cotton textiles), thru Robert Winternitz Adv., N. Y.; Keebler Weil Baking Co., Div. of United Biscuit Co. of America (Town House cookies), thru McKee & Albright Inc., Philadelphia.

Network Accounts: Heavy run of cigarette advertising on TV is pointed up in third quarterly *Rorabaugh TV Report* showing 20 brands using the medium—7 sponsoring 10 shows on CBS-TV, 5 sponsoring 6 on NBC-TV, two 2 on DuMont, one 1 on ABC-TV. In all, 11 of the 20 used network, 4 exclusively; 7 used both network and spot; one used 4 network shows, 2 used 3 each, 2 used 2 each, 6 used one. Spot users: Camel, Cavalier, Chesterfield, Encore, Kool, Lord, Lucky Strike, Marlboro, Old Gold, Pall Mall, Parliament, Raleigh, Sano, Spud, Viceroy . . . Camel starts *Pantomime Quiz* Jan. 2 on NBC-TV, Wed. 10:30-11, thru Wm. Esty Co., N. Y. . . . U. S. Steel, using TV for first time, joins list of Christmas day one-shot sponsors with Sir Ralph Richardson in *A Christmas Carol* on NBC-TV, Tue. 9-9:30, thru BBDO, N. Y. . . . Pontiac reported readying sponsorship of 10:45-11 portion of *Original Amateur Hour* being vacated by Old Gold on NBC-TV, Tue. 10-11 . . . Arthur Murray Inc. (dancing) moves *Arthur Murray Party* Jan. 6 from alt. Wed. to weekly on ABC-TV, Sun. 9-9:30 . . . Gruen starts *Gruen Playhouse* Jan. 17 on DuMont, alt. Thu., 9-9:30 . . . M & M Ltd. (candy), Jan. 6 starts *M & M Candy Carnival* on CBS-TV, Sun. 12:30-1 p.m., originating from WCAU-TV, Philadelphia, thru Wm. Esty Co., N. Y.

U. S. Supreme Court ruled 7-0 this week that *Lorain* (O.) *Journal* violated anti-trust laws in "forcing advertisers to boycott a competing radio station." Only newspaper in town, it refused to accept ads from merchants who advertised on WEOL, and Dept. of Justice brought action. Govt. has similar action pending against *Mansfield* (O.) *News-Journal*, same ownership, in Cleveland Federal court. FCC has denied applications from both newspapers for radio stations.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 1755
Trade Report
December 15, 1951

APPARENT TRENDS IN PRICES AND TUBES: Increased prices of TV sets are betokened by fact bellwether RCA has notified distributors of approximate 5% hike in list on its four 21-in. models, effective with Dec. 24 deliveries. Tax and 90-day warranty are included. Increase was forced by higher manufacturing costs, it was stated.

Coming just before new models are shown by RCA and others at January furniture marts in Chicago, action would seem to presage higher-scaled prices on all new sets -- though there's still heavy enough wholesale-retail inventory of most present models, brand-name and otherwise, to preclude likelihood of across-board increases.

Though consumer demand has steadied, inventories cut, those shortages of brand merchandise forecast for end of year probably won't materialize -- not until pipelines are further cleared and materials bite really becomes acute. Now they're saying the tough going will come in second quarter 1952.

Market currently is described as "spotty" by several of largest set makers, who admit they're none too happy about sluggishness of demand in a few metropolitan areas. But by and large they say trade is quite healthy.

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Models upped by RCA: Suffolk (21T176), mahogany & walnut, list increased from $425 to $450, oak from $445 to $470; Donley (21T177), mahogany & walnut, from $450 to $475, oak $470 to $495; Rockingham (21T178), mahogany & walnut, from $475 to $495, no oak; Clarendon (21T179), mahogany, walnut & maple, $495 to $525. All these models came out last August.

Line's five 17-in. consoles are unchanged at $350 to $380, nor were 17-in. metal table at $280 or wood at $300 changed. Only 3 or 4 new models will be shown at January Furniture Mart, no new combinations.

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Aside from prices, if there's any other trend indicated it's toward speedy acceptance of cylindrical-face picture tube (Vol. 7:46). They're really taking hold, says Dr. Allen B. DuMont, really minimize reflections from room lights. Practically all 17 & 21-in. tubes being shipped by DuMont are this type. Sylvania is also making them, though in limited quantity, and Philco has been trying them out. It's likely to be major item next year. RCA has no cylindricals, is still stressing 21-in.

Increasing demand for 24-in. rounds is also noteworthy, with tube-makers saying more and more set makers are ordering it. But some set people think it's too large, also say its price and that of set must come down to level of 20 & 21-in. to win big merchandise push. Now luxury item, very likely it will come "down to earth" by next summer, appealing to consumers ready to replace old 16, 17 & 21-in. models.

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There were no RTMA production-inventory statistics this week, due to inability of accountants Haskins & Sells to meet usual deadline.

METALS SUPPLY—WORSE BEFORE BETTER: Further cutbacks in materials for TV-radio and other civilian goods in second quarter on top of first quarter's steep cuts -- and probably an additional slice in third quarter.

That's what's in the cards, said top govt. mobilization aides this week.

Military production will chew up more metal in second quarter than planners anticipated -- and the pinch will last considerably longer than originally planned because of expanded aircraft and atomic programs, as we noted last week (Vol. 7:49).

TV-radio industry will chafe under materials squeeze in first quarter. Its supply of steel will be cut to 50% of base period use (first half 1950), copper wire 40%, aluminum 35% (Vol. 7:46). For comparison, consider these figures:

Maximum of 1,000,000 TV sets can be produced first quarter, govt. experts

think. This compares with some 2,200,000 in first quarter of 1950 and an estimated 1,375,000 in current fourth quarter 1951. You can expect to see output shrink to 900,000 or less in second quarter -- on basis of these newly revealed facts:

Aluminum, originally expected to begin easing in mid-1952, will be tightest in last 3 quarters of 1952. Steel, which was to have passed shortage climax first quarter, will be scarcest during second, with some improvement in third and fourth. No copper relief is in sight. These predictions are from DPA-NPA chief Fleischmann.

New jet-plane program will sharpen the crisis in nickel -- not one of the 3 "controlled materials," but vital to TV-radio-electronics and alloy steel production. A high DPA official says it now appears there'll be hardly enough for the aircraft production program alone. But all mobilization officials, from Charles Wilson down, insist they won't snuff out civilian production, and NPA has assured industry some nickel will be shaken loose for TV-radio tubes and components.

Another thorn in side of "non-essential" production is NPA's new program to expedite production of military components. New policy is to use special directives liberally as form of super-priority to assure that no materials bottlenecks stand in way of military component production. Extra materials shunted to component makers will, in effect, be taken from rations of civilian manufacturers.

Topics & Trends of TV Trade: More and more distributor meetings are being scheduled to coincide with Chicago furniture marts, Jan. 7-18. Besides previously reported Admiral convention in Drake Hotel Jan. 3-5, Philco in Palmer House Jan. 4-5, Westinghouse indicated this week it would hold meetings Jan. 14, CBS-Columbia Jan. 4, DuMont Jan. 5-6 (in its Palmolive Bldg. offices)—and many more are expected to fix dates. All will show at American Furniture Mart; others, notably GE, Crosley, Magnavox, at the Merchandise Mart.

RCA's "3 or 4" new models were shown its field men at Atlantic City meetings this week; it holds no conventions, though does show at Chicago. There's nothing spectacular about them, it was said . . . Philco's convention and Admiral's, they say, will accent white goods . . . DuMont has entire new line of 9 TV models, all 17 & 21-in. but one 17-in. using new cylindrical face tube . . . CBS-Columbia has new line coming up for first showing at Furniture Mart . . . Sylvania holds series of regional meetings, starting with Midwest distributors meeting in Hot Springs, Jan. 4-5 . . . Hoffman Radio plans distributor conference Jan. 2-8 in Huntington Hotel, Pasadena, though San Francisco's Western Merchandise Mart dates are Feb. 4-8.

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No "roll-down" of TV-radio price ceilings is being considered, say OPS officials, denying current rumors. Even though most TVs are selling well below ceilings, they point out, OPS is pledged not to freeze abnormally "depressed" prices. After manufacturers have been surveyed, TV-radio will get new tailored price regulation (Vol. 7:43) —not expected before February.

October picture-tube sales showed big increase over September, RTMA reports. Total was 455,636 valued at $9,388,382, compared with 294,951 in September; 97% were rectangular 16-in. or larger. First 10 months' total was 3,601,809 valued at $88,241,336, compared with 5,934,391 in same 1950 period.

Phillips of Holland reported entering international record field (other than U. S.), making deal with Columbia Records which is parting company with EMI of England—presaging battle in still 78-dominated foreign countries between Columbia's LPs and RCA's 45s.

Admiral-Norge deal (Vol. 7:48-49) reported off in word received at Norge Chicago distributors convention Dec. 14. No official announcement was forthcoming from either company, however.

Trade Personals: William J. Halligan Jr., radio sales mgr., and Kenneth C. Prince, gen. counsel, elected to board of Hallicrafters . . . A. A. Wilkes, ex-Canadian Federation of Farm Equipment Dealers, succeeds Frank Quartermaine as secretary-mgr. of Canadian Assn. of Radio & Appliance Dealers, Toronto . . . Kent Burton, ex-RCA, named mgr. of manufacturing of new Westinghouse electronic tube div. . . . Warren E. Albright promoted to gen. plant mgr., RCA Victor home instrument dept.; John B. Davidson named mgr. of dept.'s newly created purchasing div. . . . Gus W. Wallin, ex-Motorola, joins Webster-Chicago as engineering v.p. . . . Thomas Brusk, ex-Tele King, named director of distributor sales for Starrett, sales director Herbert Frank and private-label sales mgr. George Smith resigning Jan. 1—Mr. Frank to join Jewel Radio, Mr. Smith Philharmonic Radio . . . John H. Riddell, ex-Admiral, named mgr. of market research dept., Capehart-Farnsworth . . . George J. Beier, ex-Philco Distributors of Chicago, named Scott-Meck merchandising mgr. . . . John L. Lyon, ex-Admiral distributor, Los Angeles, named gen. sales mgr., Kaye-Halbert; Ed Altshuler promoted to marketing director; Spencer Glaspell, ex-Packard-Bell, named gen. mgr., Kaye-Halbert National Service Corp. . . . Jack Gaertner named new sales mgr., Emerson-New Jersey Inc. . . . Fred Gusler, RCA regional communications sales mgr. in Kansas City, shifts to same post in Chicago . . . Rear Admiral T. A. Solberg, USN (ret.) named general consultant to Arma Corp., Brooklyn electronics manufacturer . . . Albert J. Lubin, ex-deputy director of public information, DPA-NPA, named director of public information, Small Defense Plants Administration, under Telford Taylor . . . Bert Rice named mgr. of DuMont's new New York factory distributorship, succeeding Rowland Guildford, transferred to factory sales . . . Ben Loewy, ex-production mgr., Columbia Records, named president of Audiograph Studios Inc., TV filming & sound recording.

Landlord has every right to keep tenants from using roof for TV antennas, according to Dec. 14 decision of Brooklyn Supreme Court Justice Murray Hearn. Ruling nullifies opinion of State Rent Administrator Joseph D. McGoldrick, who had held that use of roof was an "essential service" which landlords were obliged to provide.

FM promotion campaign scheduled by RTMA-NARTB in 3 test areas (Vol. 7:46) will start in North Carolina Jan. 21, continue for month; in Wisconsin Feb. 4; District of Columbia March 1.

Mobilization Notes: Current spot shortages of some receiving tube types aren't direct result of materials shortages, but of tubemakers' scheduling and capacity limitations. So NPA told parts distributors Dec. 10 after survey of wholesalers and tube manufacturers.

Distributors didn't agree on which specific tube types were scarce, but they did concur that shortages were concentrated among various metal and loktal types; also among the "dogs"—rarely used and obsolete types. Manufacturers agree demand for loktal and metal tubes is greater than supply, but they say these shortages are dictated by production scheduling and military orders. They add that while materials haven't been limiting factor in output of these tubes, metal shortages might develop if additional units are put into production of metal and high-nickel-consuming loktal tubes.

While NPA officials feel spot tube shortages are here for the duration, they say they don't see this situation as forerunner of general tube shortage.

National Electronic Distributors Assn. survey shows wire cable is still hard-to-get item, but previously reported shortages of TV antennas and test equipment (Vol. 7:43) appear to be easing. Separate NPA survey found distributors concerned about supply of TV twin-lead wire, panel meters and telephone-type relays.

NPA told distributors new amendment to CMP Reg. 5 (maintenance, repair & operating supplies) will raise limitation on minor capital additions from $750 to $1000 a quarter. New separate MRO quota will be established for installation of equipment, and will permit purchase of installation materials in any quarter up to 10% of quarterly MRO quota or $1000, whichever is greater. In effect, it will allow small users of controlled materials $3000 worth of MRO materials per quarter—$1000 each for actual MRO, minor capital additions and installation. Another new regulation will make it mandatory to use ratings on orders for MRO copper materials.

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Govt.-aided expansion of electronics industry totaled $152,000,000 as of Nov. 1, on basis of certificates of necessity issued by DPA and NSRB for rapid tax amortization. This is increase of $17,000,000 over $135,000,000 authorized as of July 31 (Vol. 7:36). Some 54% of total, or $82,000,000, was for end equipment facilities (principally fire control equipment, guided missiles, VT fuses), 30% or $46,000,000 for tubes, 14% or $21,000,000 for components (resistors, capacitors, transformers, etc.), 2% or $3,000,000 for miscellaneous parts.

NPA has allotted 4620 tons of structural steel for expansion of electronics-communications productive facilities in first quarter 1952. This is 97.8% of the 4722 tons requested for this purpose. Certificates of necessity approved by DPA Nov. 17-23 for expanded electronic and related production facilities (5-year amortization on 65% of project cost except as noted): P. R. Hoffman Co., Carlisle, Pa., electronics, $227,150; Servomechanisms Inc., Westbury, N. Y., $185,000; Technology Instrument Corp., Acton, Mass., electronics, $150,000; H. G. Machine & Tool Co., Long Island City, N. Y., electronic equipment, $6446 (80%).

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Supply of copper for wire and brass mills should improve slightly in first quarter 1952, NPA told wire & cable industry Dec. 11—yet civilian industries will receive far less copper because military demands are steadily increasing (Vol. 7:43-44, 46). During fourth quarter 1951, wire mills were allotted 167,700 tons of copper, brass mills 151,760. NPA estimates these will be the allotments for 1952: Wire mills—first quarter 180,000 tons, second 173,000, third 179,000, fourth 179,000. Brass mills—first quarter 165,000, second 163,000, third 166,000, fourth 166,000.

Satisfaction with way defense electronics work is being spread among smaller concerns was expressed by A. D. Plamondon, Indiana Steel Products Co., and Glen McDaniel, RTMA president, following 10-day tour in an Air Force plane as chairman and secretary, respectively, of Air Force's committee on small business. They returned to Washington Dec. 11 with other committee members: Louis Ruthenberg, chairman, Servel Inc.; Howard Williams, v.p., Washington Mills Abrasives Co. and president of the Small Business Assn.; Kennard Weddell, chief of Air Force Office of Small Business. They were accompanied by Lt. Col. Goodman Griffin, executive officer of Undersecretary R. L. Gilpatrick, visiting plants of Bendix Radio, Hughes Aircraft, Boeing-Wichita, Lockheed, North American Aviation, Douglas, Weber Aircraft, Consolidated Vultee, Texas Engineering. Tour resumes in January with visits to Republic and Wright plants, after which committee will render report.

Selenium was placed under allocation by NPA Dec. 10. New order M-91 specifies that everyone using more than a pound a month must apply to Govt. for monthly allotment. Order also limits inventories to normal 30-day supply and specifies that use of selenium be held to "practical minimum." Selenium's principal electronic use is in rectifiers. Used in voltage-doubler circuits, selenium rectifiers eliminate need for power transformers in TV sets and are used by many TV manufacturers.

Manufacturers who have difficulty placing authorized controlled materials orders with producers of steel, copper or aluminum will be aided under new procedure of NPA Metals & Minerals Bureau. Application for assistance should be made on new NPA Form 148, available at Commerce Dept. field offices.

Golden anniversary of first transatlantic radio reception was observed Dec. 12. The 25-year-old Guglielmo Marconi had set up a 25-kw transmitter in Poldhu, Cornwall, sailed for St. Johns, Newfoundland, 2000 mi. away, where he picked up "S" in Morse code, and marked "Sigs. at 12:30" in his diary. Transmitter was over 100 times as powerful as any previously built, constructed under eye of Prof. J. A. Fleming. First transmitting antenna array erected, twenty 200-ft. masts, was destroyed by gale a few days after completion. Fan-shaped array suspended between two 150-ft. masts was final setup. First receiving antenna was supported by balloon which blew away; second was kite which was also carried away. Another kite held.

Zenith's $50,000 went "down the drain," if company paid that fee to get films for Phonevision tests (Vol. 7:49). So testified Attorney General McGrath this week, explaining to House Ways and Means subcommittee investigating tax frauds that Justice Dept. had prodded film producers, by anti-trust hint, into giving Zenith the films—without any urging from James P. Finnegan, who got the fee. Finnegan is former St. Louis Collector of Internal Revenue under indictment for bribery. What effect to-do will have on Skiatron's efforts to get films for similar tests of its Subscriber-Vision system of subscription TV, is anyone's guess. *Variety* says survey of major producers shows they believe Justice Dept. won't bother them any more.

President Truman this week signed order (No. 10312) delegating to FCC authority to control electromagnetic radiations under new amendment to Communications Act (Vol. 7:38, 41). Order safeguards stations by prohibiting FCC from: (1) Controlling program content. (2) Taking over or using stations or removing their equipment. (3) Acting without concurrence of Defense Secretary and NSRB chairman. Order also provides that stations be restored to normal operations as soon as possible after interruption for security purposes.

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Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 1755

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1952 Personnel List

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New Post Office Building, Washington 25, D. C. Telephone: EXecutive 3620.

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[1] Reappointed for full 7-year term in 1951.
[2] First appointment for 5 years; reappointed 1939, 1946.
[3] Appointed for remainder of term of late William H. Wills.
[4] Reappointed for full 7-year term in 1949.
[5] Reappointed for full 7-year term in 1950.

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Sam G. Spal

Financial & Trade Notes: Industrial profits receded for the third successive quarter this year, in contrast to last year's consistently upward climb, reports *New York Times*. Even with improved fourth-quarter results, *Times* says earnings for all 1951 will shrink further when final tally of taxes is made.

Combined net income of 510 companies in 60 different manufacturing divisions are totaled as $4,357,650,379 after taxes for first 3 quarters, down 10% from the $4,839,550,379 for same 1950 period. Radio-TV-records are listed as one of the divisions, 9 companies reporting $46,212,000 profits, down 43% from $81,437,000 for same 9 months of 1950. Eight electrical supplies & equipment companies reported $139,781,000, down 18% from $170,686,000. Nine home appliance & machine firms reported $19,010,000, down 37% from $30,029,000.

Taxes were principal pinch in profit picture, absorbing average of 62% operating income (compared with 44% year ago), and "will continue as a major obstacle in recording better returns." Curtailed earnings were also affected by rising operating costs, lower profit margins, material shortages and smaller inventory profits than in 1950. Large inventories were another contributing factor, reflecting consumer indifference to buying.

* * * *

Although Allen B. DuMont Laboratories Inc. showed net loss of $319,547 for 40 weeks ended Oct. 7 (Vol. 7:46), it will earn profit of about $500,000 for full year, said president Allen B. DuMont to Assn. of Customers Brokers Dec. 12. In 1950, net profits were $6,900,788—this year's drop being attributed to TV inventory losses and shift to defense work. Firm has $68,000,000 in defense contracts on the books, Dr. DuMont said, with real peak in defense work expected in spring of 1952. He estimated this year's volume at about $52,000,000, as against $76,000,000 last year; next year the volume should go to $100,000,000 to $125,000,000, of which about $47,000,000 will be commercial sales (TVs, transmitters, tubes, etc.).

FCC's new-station freeze was called major deterrent to TV industry profits, but Dr. DuMont said he expects ban to be lifted by February or March. His company owns 3 stations (in New York, Washington, Pittsburgh), has applications pending for Cincinnati and Cleveland. He revealed that the 3 stations are carried on DuMont books at $1,500,000 and that offers for them totaling $16,000,000 have been turned down.

* * * *

Hazeltine, formed in 1924 as research and patent-holding firm, now a major factor in electronics development and production, will top its 1950 net profit of $1,428,431 ($4.08 a share) despite bigger tax bite, said president Jack Binns to *Wall Street Journal* Dec. 13. Company doesn't issue quarterly reports. Most of its output now is for Govt., including $6,000,000 electronic weather control system for Civil Aeronautics Administration. Because of large capital requirements, Mr. Binns indicated dividend isn't likely to be increased; it has been 25¢ first 3 quarters, $1 at year-end.

Bound and Indexed

We're planning to index and bind, between embossed book covers, in limited quantity, all 1951 issues of the *Television Digest* Newsletters plus the year's Supplements and TV Factbooks. This volume of 52 Newsletters, Supplements, Factbooks and Index will provide a handy and handsome permanent reference. Orders will be taken only until Jan. 5. Price, $25 per volume.

BRITISH FILM MAKERS are invading U. S. films-for-TV market with 30-minute features made especially for American home screens, writes correspondent Mitchell Gordon in London dispatch to *Wall Street Journal* Dec. 10. British product is now being tested on East Coast stations, and producers are "rushing plans for more than a score of half-hour celluloid mysteries and musicals tailored especially for U. S. TV entertainment," says Gordon. He adds British films can be priced at least 25% below Hollywood product because of lower labor and production costs. Currently, series of 3 mysteries, *The Eyes*, from Film Producers Guild Ltd., is making rounds of Eastern U. S. stations; Craft Films Ltd. plans release soon of new film based on ballet *Giselle;* coming from G.H.W. Productions is Biblical film, to be timed for Christmas season.

Next fall, says Gordon, at least 26 British-made films will be available to American TV stations. Included will be 13 Scotland Yard movies by Monarch Studios Ltd. They'll be shown first as shorts in U. S. theatres next summer, then released to TV. Grand National Pictures Ltd. plans mystery series for fall. These additional British studios are listed as entering or planning to enter TV film production: Renown Pictures Corp., Exclusive Films Ltd., Associated British Picture Corp.

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Combined theatre-TV interests oppose proposal to classify theatre TV as an "industrial radio service" and assign it to present industrial frequencies on shared basis with other industries—but they're asking FCC to include issue in theatre-TV hearings, scheduled to begin Feb. 25. Petition, due to be filed next week by Motion Picture Assn. of America, Theatre Owners of America and National Exhibitors Theatre-TV Committee, is considerably less enthusiastic about idea than one filed Sept. 11 by 20th Century-Fox (Vol. 7:36). "Theatre TV," says petition, "can best serve the public interest if, and only if, it is granted an assignment of exclusive frequencies." Any allocation of shared frequencies to theatre-TV industry "would be, at most, a decision of expediency," say petitioners, explaining that as theatre-TV service expanded new problems would "arise each day and multiply as time goes by."

Not much hope for private TV stations in Canada soon was held out by chairman of Canadian Broadcasting Corp., A. D. Dunton, testifying this week before House of Commissions committee. CBC won't authorize any, he said, until CBC itself is ready to offer "national service," and its own first 2 stations—in Toronto and Montreal—won't be ready until "summer of 1952." Plan is to link them with U. S. networks via Buffalo, then build in Ottawa, Quebec, Winnipeg, Vancouver. Cost of each station is estimated at $1,000,000. Meanwhile, private TV applicants are still chafing to get going but apparently hopelessly caught up in the bureaucratic web. At least 9 bids are known to be in "secret" CBC files (Vol. 7:35).

Mexico's "Mr. Radio," Emilio Azcarraga, preparing to dedicate his $3,000,000 new "Televicentro" late this month, and TV-radio rival Romulo O'Farrill, are subjects of article titled "TV in Mexico" in Dec. 17 *Newsweek*. Country's biggest movie theatre owner, Azcarraga is putting lots of eggs in TV basket, thinks TV set ownership will rise from present 10,000 to 60,000 by end of 1952. Unworried lest this cut into movie attendance, he's quoted as saying that if it does "we'll put new seats into the theatres—foam-rubber ones—then air conditioning. And if that doesn't do the trick, why, we'll give every customer a lollipop. You watch; they'll come."

Permission to field-test compatible color over its WHAM-TV, Rochester, was requested of FCC this week by Stromberg-Carlson. Already making such tests, using NTSC specifications (Supplement No. 75) are: RCA, DuMont, Hazeltine, Crosley, GE, Philco, Zenith.

LIST of "naughty words" and phrases removed from draft of code at last October's Chicago meeting of NARTB TV members (Vol. 7:42) was designated last week by TV board as an "unprinted" appendix to code (Vol. 7:49), available for guidance of code Review Board members and telecasters. NARTB points out that list is not all-inclusive, but is merely intended as "guide". Most of words were taken from Motion Picture Assn. of America's movie code. Here is full wording of the section deleted from code and now used as guide:

"No approval shall be given to the use of words and phrases including, but not limited to, the following: Alley cat (applied to a woman); bat or broad (applied to a woman); Bronx cheer (the sound); chippie; cocotte; God; Lord; Jesus Christ (unless used reverently); cripes; fanny; fairy (in a vulgar sense); finger (the); fire, cries of; Gawd; goose (in a vulgar sense); 'hold your hat' or 'hats'; hot (applied to a woman); 'in your hat'; madam (relating to prostitution); nance; nerts; nuts (except when meaning crazy); pansy; razzberry (the sound); slut (applied to a woman); S.O.B.; son-of-a-; tart; toilet gags; tom cat (applied to a man); traveling salesman and farmer's daughter jokes; whore; damn; hell (excepting where use of said last 2 words shall be essential and required for portrayal, in proper historical context, of any scene or dialogue based upon historical fact or folklore, or for the presentation in proper literary context of a Biblical, or other religious, quotation, or a quotation from a literary work provided that no such use shall be permitted which is intrinsically objectionable or offends good taste)."

MORE ADVICE on handling applications after freeze was handed FCC this week. Joint Committee on Educational TV disagreed with recommendation of Federal Communications Bar Assn. that all applications, vhf & uhf, be thrown into single hearing in each city where applicants outnumber available channels (Vol. 7:48).

"Adoption of the Bar Assn.'s proposal," JCET stated, "would guarantee as a practical matter that no uhf grants could be made in any city of substantial size until the consolidated competitive hearing was concluded. Since such hearings may well take 2 or more years after the lifting of the 'freeze' and another year or so would be required for construction, the JCET believes that to delay the development of uhf service at the outset may well deliver it a blow from which it may never recover."

JCET also pondered those cities in which educational station may be only TV outlet or only vhf station for some time, came up with suggestion that such stations carry commercial programs until commercial stations' signals penetrate such areas. JCET lists 14 cities where FCC proposes to give educators only available TV channel, 17 more where schools would get only vhf channel in town.

* * * *

Commission this week repeated its "no" to those hearing parties asking oral hearing or argument. It went to considerable legal length in opinion and order (Public Notice 51-1216) giving its reasons to Philadelphia's Daily News TV Co., Philadelphia's WIP, Oakland's KROW, Milwaukee's WFOX. FCC stated that law doesn't require oral presentation; that parties' contentions can be handled adequately by written comments; that "the procedure of written presentations . . . is a recognition that the great public interest in an early nationwide TV service, which is by no means at odds with the numerous private interests represented before us, will not be served by needlessly paralyzing procedural hurdles."

Two more New York-Washington TV network circuits, via Philadelphia and Baltimore, are provided for in application to construct new 9-station microwave relay, at cost of $2,480,000, filed with FCC this week by AT&T.

First instance of 2 rival local radio stations joining to form corporation to apply for one TV outlet came to FCC attention this week, with filing of Channel 6 application by Red River Valley Television Corp., Fargo, N. D. Equal stockholders are KFGO, ABC outlet in Fargo, N. D., and KVOX, MBS affiliate in Moorhead, Minn., just across Red River. WDAY, Fargo NBC outlet, recently applied for Channel 6 also. City also has Channel 13 tentatively assigned, plus 2 uhf. Only other application this week was from KARK, Little Rock, Ark. (NBC), for Channel 4. Application of Grace C. & C. W. Rogers, Carbondale, Ill., seeking uhf channel No. 34 *(TV Addenda 13-U)*, was returned because it failed to stipulate antenna specifications. Total applications pending now number 466, of which 23 are for uhf. [For details about foregoing applications see *TV Addenda 13-V* herewith; for listing of all applicants to date, see *TV Factbook No. 13* with all Addenda to date. Consolidated list of all applications will be published in *TV Factbook No. 14*, due off presses about Jan. 15, 1952.]

Suit to force United Artists to sell certain pictures to TV was brought in Los Angeles Federal Court this week by independent producers James & George Nasser. Test case raises issue whether TV has become "commercial practice" under terms of contract reading that, in event TV became a commercial practice, distributor would sell pictures on TV market or permit producers to do so. Bank of America joined in procedure, having attached assets of Nassers in bankruptcy proceeding in July. Pictures involved are: *Don't Trust Your Husband*, with Fred MacMurray & Madeleine Carroll; *Kiss for Corliss*, Shirley Temple & Wm. Bendix; *Cover Up*, Wm. Bendix; *Without Honor*, Laraine Day & Dana Clark.

TV-radio coverage of major league baseball received another blow this week as N. Y. Giants became third club to turn down game-of-the-day or any similar national radio broadcasts in 1952. Yankees and Pittsburgh Pirates had previously abandoned network broadcasts. Giants will continue home TV coverage over WPIX, home radio broadcasts over WMCA. Trend is expected to continue in other big league cities, with St. Louis Cardinals reported next in line, following minor league chief George M. Trautman's Dec. 5 plea to protect minors (Vol. 7:49). Giant president Horace Stoneham said his club plans to form small subsidiary radio network for territory adjacent to N. Y. area.

Louis G. Caldwell, 60, prominent Washington radio attorney and first general counsel of original Federal Radio Commission, 1928-29, died of a heart ailment Dec. 11 at his home. He was Washington resident partner for 22 years of Kirkland, Fleming, Green, Martin & Ellis, Chicago law firm representing *Chicago Tribune* among many other interests. He was a graduate and trustee of Amherst College, law graduate of Northwestern U, won Croix de Guerre while serving with French Foreign Legion during World War I. Survivors are his mother, daughter, 3 grandchildren, divorced wife. Both FCC and FCC Bar Assn. adopted resolutions paying tribute to Mr. Caldwell's pioneering contributions to radio regulation.

Copies of the TV Code

Each full-service subscriber to *Television Digest*, with our last issue, received one copy of full text of finally-adopted NARTB Code of Practices for Television Broadcasters (Supplement No. 76). Extra copies are available to subscribers at $1 each, or 50¢ per copy in quantities of 20 or more.

MARTIN CODEL's
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NPA TOUGH ON FIRST-QUARTER BUILDING: NPA will allot no materials to begin new large-scale TV-radio station construction or alteration projects in first quarter 1952.

Materials will be available only for station projects which are more than 19% completed or which require not more than 25 tons of steel, 2000 lbs. of copper, 1000 lbs. of aluminum during first 3 months of new year.

New policy won't conflict with post-freeze TV station construction, since even if FCC adheres to its schedule, no new grants are expected before mid-1952 at earliest. Best NPA estimates indicate building materials should be somewhat more plentiful in second half of 1952.

In second quarter 1952, new set of criteria will be used to judge broadcast construction applications. TV-radio stations were reclassified as "industrial" projects late in October (Vol. 7:43), too late to change their status for first-quarter allotments. But in second quarter, materials for broadcast stations will be doled out by NPA Industrial Expansion Div., which handles industrial building, rather than Construction Controls Div., which handles commercial construction.

Industrial Expansion Div. allots bigger share of materials than Construction Controls Div., and uses "essentiality" scale as criterion for allotments. It's too early to tell whether broadcasters will fare better or worse under this arrangement.

First quarter's no-new-construction policy applies across-the-board to all civilian construction classified as "commercial". But broadcasters get an advantage over commercial projects even in first quarter, since they're permitted to self-authorize materials orders which don't require more than 25 tons of steel, 2000 lbs. copper, 1000 lbs. aluminum per quarter. Commercial self-authorization limit is 2 tons of steel, 200 lbs. of copper, no aluminum. Under self-authorization procedure, builder may write own priority and allotment tickets without applying to NPA.

So far as TV is concerned, first-quarter policy means postponing or scaling down of big plans by existing stations for enlarged studio space or new towers.

Because of the new self-authorization limits for broadcast stations, more small TV-radio station construction and alteration jobs probably will be undertaken in first quarter than were in fourth, despite NPA's tough policy on applications.

Self-authorization can provide enough materials to build modest new radio stations and take care of most moderate-size alterations.

But the bigger jobs -- those which depend on NPA allotments for materials -- just won't be begun in first quarter, and probably not in second. On list of about two-thirds of its construction actions for first 3 months of 1952, NPA tallied only 3 TV-radio projects as approved, and all these jobs already are well under way.

NPA denied 15 station construction applications, almost all of them on the grounds construction wasn't far enough along. During fourth quarter, 16 TV-radio projects were okayed, 7 denied (Vol. 7:37-40) -- but some were smaller jobs now exempt from filing applications with NPA.

For list of NPA allotments, denials, etc., see article on p. 3.

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AFTER THE TV FREEZE—THE DELUGE: You're going to see so many applications filed for new TV stations, once FCC formally thaws the freeze in early 1952, that it's hard to see how any communities of appreciable size (maybe some even as small as 50-75,000) can get grants out of hand -- that is, without going through competitive hearings.

Though 80 grants or so by July 1, in very small markets, were regarded as possibility by FCC's Curtis Plummer (Vol. 7:44), industry generally considers figure much too high. A slight chance of achieving that many lies in separate handling of uhf -- cutting uhf loose from vhf in cities allocated both. FCC gives no inkling of such procedural plans, if it has any.

Short of calling together the plethora of applicants for any one community, suggesting they go into huddle and come up with no more applications than channels available, FCC faces an apparently endless task of holding the required competitive hearings with present paucity of examiners and small staff.

Whether Commission will urge such joining of rival local forces, we simply don't know yet -- but it's logical, and it's one way to circumvent long and costly hearings. And the lawyers say there's ample legal precedent in customary pre-trial conferences, agreements, stipulations, even court decisions.

Whatever FCC, lawyers & engineers do, fact is that right now they're preparing for veritable rush of new applications -- probably number equal to or more than the 470 already on file (for complete list see TV Factbook No. 13 & weekly Addenda to date). Those 470 represent an accumulation of only 170 since freeze was imposed Sept. 30, 1948, when there were some 300 applications pending, exactly 87 CPs outstanding, only 37 stations in operation (Vol. 4:40).

FCC had asked applicants to hold off filing until end of freeze, stressing then -- and repeating since -- that old applications have no priority rights, that it will promulgate "filing period" at end of freeze (60 days seems the accepted figure now) in which new applications may be filed and old ones brought up to date.

Symptoms of forthcoming "wave rush" are already apparent in the increasing number of applications filed in recent weeks (see TV Addenda 13-T, 13-U & 13-V in particular). In compiling a consolidated list of TV Applications Pending for our TV Directory No. 14, due off the presses in January, we find more than 50 new applications were filed since TV Factbook No. 13 of July 15, 1951.

Another factor conducing to forthcoming heavy filings, and probable bitterly fought hearings, is fact fewer and fewer of the 108 existing stations will be up for sale at prices anybody is willing to pay.

Tax situation is such, according to industry attorneys, that profitability of stations, lush as it may appear at moment, simply doesn't justify asking prices. "Suppose a station is netting $1,000,000 before taxes now," asks one lawyer, "what happens in a few years when the pie is sliced by 500 stations instead of 100? Sure, the pie will get bigger, but how much bigger can it get?" His conclusion:

"If I thought I had a fair chance in a hearing, I'd far prefer to get my station that way. Why, I think it's even cheaper to get a uhf and sweat out 4-5 years of losses rather than lay out the kind of dough stations are bringing."

FORECASTING FUTURE CAN BE FATAL: Lucky for the industry that FCC, back in September 1948, didn't also freeze construction of stations for which construction permits had already been issued. Indeed, it actually "pushed" some CP holders into building on pain of losing their CPs. In case of one laggard CP holder, in trouble with FCC on another score, it literally forced him to build-or-quit -- and a common joke around FCC was that this constituted real "punishment" since the radio operator was manifestly loath to embark on so costly and risky an enterprise as TV and really was agreeing to do so primarily because he thought it would please the Commission.

In those days, not much more than 3 years ago, FCC was literally "begging" enterprisers to apply and build, and it was quite an occasion when somebody really got on the air. When freeze was imposed, it was regarded entirely as a temporary technical expedient; no less than the FCC chairman lost 4 consecutive friendly wagers over next year or so about its imminent lifting, and nobody dreamed that the color imbroglio would arise to prolong it by several years.

There were 87 CPs on FCC's books at time of freeze, yet only 71 went ahead -- 16 giving up their CPs for one reason or other, main reason being fear of "losing shirts" in the then very unprofitable business. Only 37 stations were on the air.

Those 16 were particularly unlucky, as things turned out, though most made their own voluntary choices -- simply dropped CPs despite such "glowing" predictions as this one from the then NBC president Niles Trammel at Sun Valley convention of affiliates: "Approximately 11,500,000 TV receivers...by 1953" (Vol. 4:39). And this forecast by parent RCA: that 935,000 TV sets would be made and sold by end of 1948, 1,600,000 more in 1949, 2,400,000 in 1950, 3,200,000 in 1951, 4,000,000 in 1952.

How far short their predictions fell is now history; actually, by end of 1948 there were well over 1,000,000 TVs in use; by end of 1949, well over 3,500,000; end of 1950, about 11,000,000; end of 1951, more than 15,000,000.

* * * *

Who were the hapless 16 who wouldn't plunge? It must be said that 4 gave up through force of circumstance: KARO-TV, Riverside, Cal., because FCC eliminated Channel No. 1; WJAX-TV, Jacksonville, city-owned, which got into financing snafu; KRTV, Minneapolis Star & Tribune (Cowles), due to tangle over interlocking stockholders with also-granted WTCN-TV; WRTB, Raytheon Mfg. Co., Waltham, Mass. (Boston), hesitating to proceed with construction, then unable to secure authority to sell.

The dozen others who held the precious franchises, yet feared to venture: E.F. Peffer's KGDM-TV, Stockton, Cal.; Jacksonville Journal's WJHP-TV (Perry Newspapers); WPDQ-TV, Jacksonville; WEEK-TV, Peoria, Ill.; WMBD-TV, Peoria; New Orleans Times-Picayune's WTPS-TV; Maison Blanche's WRTV, New Orleans (operating pioneer AM station WSMB in partnership with Paramount); WAGE-TV, Syracuse (Wm. T. Lane, mgr., now mgr. of Atlanta's WLTV); Portland Oregonian's KTVU -- all radio station operators. And these non-radio operators: WSEE, St. Petersburg, granted to company headed by dept. store tycoon Robert R. Guthrie; WTVL, Utica Observer-Dispatch (Gannett); WUTV, Indianapolis, granted to Wm. Block dept. store.

FIRST-QUARTER MATERIALS were allotted by NPA for these 3 continuing telecasting projects (see story page 1):

(1) CBS's $5,330,000 "Television City" studios on site of Gilmore Stadium in Los Angeles. Project also received allotment in fourth quarter (Vol. 7:40).

(2) WCAU & WCAU-TV studios in Lower Merion Township, Pa. Suburban building, now 60% complete, will cost $2,740,000, was allotted 35 tons of steel, 15,500 lbs. copper for first 3 months of 1952.

(3) DuMont's new $1,750,000 studio building at 205 E. 67th St., New York, 23% completed. It got allotment of 149 tons of steel for first quarter, tentative o.k. for 96 tons in second quarter, 25 tons in third. DuMont request for 10,000 lbs. of copper was denied.

Four applications to remodel existing structures for use as NBC studios in Manhattan and Brooklyn were listed by NPA as exempt—meaning it wasn't necessary to have filed them in first place, since materials needed may be self-authorized.

Three of the applications were submitted by NBC itself, covering alterations to cost $92,000 (TV), $30,000 (radio) and $8500 (TV). Fourth was from Anco Enterprises Inc., which will lease TV studios at 214 W. 42nd St. to NBC after completion of alterations, expected to cost $21,000.

Six other NBC-TV studio remodeling jobs drew denials, on grounds they were new jobs on which construction wasn't sufficiently under way: (1) Colonial Theatre, 62nd St. & Broadway, owned by RKO Theatres, alterations 2% complete as of Oct. 1, to have cost $135,000. (2) Three Radio City studios, to have cost $90,000, $85,000 and $75,000, not started yet. (3) Studios at Avenue M & E. 14th St., Brooklyn, $115,000, no start. (4) Hollywood studios, scheduled to cost $67,000, no start.

ABC, which received fourth-quarter allotment to build $600,000 TV-radio studios at 273 Golden Gate Ave., San Francisco, was turned down for first quarter on same project because there was "no evidence" construction had started.

Other TV turndowns: WNBF-TV, Binghamton, office and TV studios, $300,000, rejected because construction hadn't started; WTMJ-TV, Milwaukee, tower, $307,936, no start; Desert TV Co., Las Vegas TV applicant, station to cost $173,000, no start.

WHUM, Reading, Pa., AM station which received fourth-quarter allocation of 46 tons of steel for experimental uhf tower (Vol. 7:37-38) got turndown on application for first-quarter materials. Its request for experimental uhf grant had been rejected by FCC early this month anyhow (Vol. 7:49).

Radio-station rejections: WHEC, Rochester, $419,023; WBT, Charlotte, addition, $145,515; WFAH, Alliance, O., towers, $50,000; WLFH (CP), Little Falls, N. Y., $11,000.

One community antenna project was approved, another rejected. Telephone Service Co. of Wyoming Valley, Wilkes-Barre, Pa., was granted 7000 lbs. copper for $75,000 project, 90% complete. Application of Mathews Inc., Carlisle Borough, Pa., was rejected although project is 60% finished. NPA said construction was begun last August "without authorization from us."

Community antennas are "receiving stations"—not broadcasting stations—in NPA's book, and thus don't come under the more liberal self-certification procedure which applies to TV-radio stations.

Joseph J. Weed elected president of National Assn. of Radio & TV Station Representatives, succeeding Robert Meeker. Other officers: Eugene Katz, v.p.; Adam J. Young Jr., secy.; William H. Weldon, Blair-TV Inc., treas. Directors are Joseph F. Timlin, Branham Co.; Russell Woodward, Free & Peters; Mr. Meeker.

Network Accounts: Motorola is employing DuMont Network for first showing of its new 1952 line of TV sets, sponsoring 33-station hookup carrying Shrine charity's annual East-West all-star pro football game from San Francisco Sat., Dec. 29, from 4:30 p.m. EST, thru Ruthrauff & Ryan . . . General Tire & Rubber Co. sponsors 4:15-4:30 EST Ted Husing Show on DuMont, just preceding Dec. 29 East-West game, thru D'Arcy Adv., N. Y. . . . Miller Brewing Co. (High Life beer) Dec. 23 is to sponsor Cleveland Browns-Los Angeles Rams national pro football championship from Los Angeles on DuMont, Sun. 4 p.m. EST, thru Mathiesson & Associates, Milwaukee . . . General Foods (Jell-O, Swans Down, Birdseye frozen foods) will sponsor Wed. & Fri. segments of *Bert Parks Show* starting Jan. 14 when it moves from NBC-TV to CBS-TV, Mon.-Wed.-Fri. 3:30-4, thru Young & Rubicam, N. Y. . . . General Foods (Swans Down cake mixes, instant Maxwell House coffee) Jan. 6 begins *Claudia: The Story of a Marriage* on NBC-TV, Sun. 6:30-7, thru Young & Rubicam for Swans Down, Benton & Bowles for Maxwell House . . . R. J. Reynolds Tobacco Co. (Camel cigarettes) Jan. 2 starts *Pantomime Quiz* on NBC-TV, Wed. 10:30-11, thru Wm. Esty Co., N. Y. . . . C. H. Masland & Sons (rugs, carpets) starts alt. week sponsorship Jan. 25 of *Tales of Tomorrow* on ABC-TV, Fri. 9:30-10, thru Anderson & Cairns, N. Y. . . . Hall Brothers (Hallmark greeting cards) Jan. 6 starts *Sarah Churchill Show* on NBC-TV, Sun. 3:30-4, thru Foote, Cone & Belding, Chicago . . . O-Cedar Corp. (waxes, polishes, mops) Jan. 7 starts sponsorship of Mon. 2:15-2:30 segment of *Garry Moore Show* on CBS-TV, Mon.-thru-Fri. 1:30-2:30, thru Young & Rubicam, Chicago . . . Serutan Co. (Serutan, Geritol) Jan. 1 starts *Battle of the Ages* on DuMont, Tue. 9-9:30, thru Franklin Bruck Adv. Co., N. Y. . . . U. S. Rubber Co. buys time vacated by Chesterfield's *Sound Off Time* on NBC-TV, Sun. 7-7:30 for *Abbott & Costello*, starting date unannounced . . . Ronson Art Metal Works (lighters) Jan. 10 moves *Star of the Family* from Sun. 6:30-7 to alt. Thu. 8-8:30 on CBS-TV . . . Colgate-Palmolive-Peet Co. reported sponsoring *Big Payoff*, quiz show, starting Dec. 31 on NBC-TV, Mon.-thru-Fri. 3-3:30 . . . Riggio Tobacco Corp. (Regent cigarettes) Jan. 6 replaces *Leave It to the Girls* with *Cameo Theatre* on NBC-TV, Sun. 10:30-11, thru Brooke, Smith, French & Dorrance, N. Y.

Station Accounts: Split-sponsorship trend already manifest on networks may be extending to stations. Example: Horn & Hardart, New York, to cut costs, drops second half of high-rated *Children's Hour*, Sun. 10:30-11 a.m. on WNBT, and segment is picked up from Jan. 20 by Hoffman Beverage Co. . . . Three sponsors using *Spade Cooley Show* on KTLA, Los Angeles, starting Jan. 5: Chesterfield, first 15 min.; Minute Maid, second; American Home Products, next half hour. It may be relayed also to San Francisco . . . Lo-Calory Food Co. (BDX reducing aid) buys *Mary Kay's* sign-off chatter after midnight on WNBT, thru Roy S. Durstine Inc. . . . Gold Arrow Trading Co., Los Angeles (profit-sharing stamps) to test TV on KNXT, Los Angeles, extend if successful, thru Walter McCreery Inc., Beverly Hills . . . Agua Caliente race track sponsoring *Tom Harmon* sports segment of *CBS-TV News* on KNXT, Los Angeles, Sun.-thru-Fri. 10-10:30 p.m., thru Roche-Eckhoff, L. A. . . . Seven realtors join to sponsor *Homes for Sale*, films being shot each week by station, on WBNS-TV, Columbus, Sun. 4:15-4:30 . . . Adam Scheidt Brewing Co. sponsoring *Exit '51* and *Sports Highlights of '51*, combined for full hour, on both WPTZ & WFIL-TV, Philadelphia, Dec. 28 & 31, thru Ward Wheelock; the INS-Telenews shows also sold to KMTV, WAAM, WNAC-TV, KGO-TV, KTTV for local sponsorships . . . Among other advertisers reported using or preparing to use TV: U. S. Air Conditioning Corp. (window air conditioner), thru Alfred Colle Co., Minneapolis; Carpenter-Morton Co. (household & industrial paints), thru John C. Dowd Inc., Boston; Mason & Mason Inc. (Mason's root beer), thru Irving J. Rosenbloom Adv., Chicago; Campbell Cereal Co. (Malt-O-Meal cereal), thru Campbell-Mithun Inc., Minneapolis (WNBQ); Southern California Gas Co. (natural gas), thru McCann-Erickson, Los Angeles (KNXT); Casco Products Corp. (automotive accessories), thru Norman D. Waters & Associates, N. Y.

Personal Notes: Edward Cooper on Jan. 2 takes over as head of TV Dept. for Motion Picture Assn. of America (Vol. 7:48); he has been staff director of Senate Majority Policy Committee under Sen. McFarland since January, was communications assistant to Senate Interstate & Foreign Commerce Committee since 1939 . . . Sam Cook Digges, CBS-TV Spot Sales Midwest sales mgr., becomes Eastern sales mgr. as of Jan. 1, replacing George R. Dunham Jr., now WCBS-TV gen. sales mgr.; Mac Lean Chandler is promoted to Midwest sales mgr., his staff adding Theodore Shaker, ex-Katz Agency . . . David Sutton, ex-CBS-TV sales chief, joining Music Corp. of America as TV executive . . . Scott Donahue Jr. promoted to TV sales mgr., Morris S. Kellner to AM sales mgr., Margaret Alcott to TV-radio service mgr., Katz Agency, all reporting to v.p. George W. Brett, now holding title of director of radio & TV sales policy . . . Donald G. Buck promoted to regional mgr., ABC-TV stations dept.; Malcolm (Bud) Laing named mgr. of ABC-TV station clearance dept., succeeding Buck . . . Jack Hetherington, ex-Gardner Adv., named mgr. of St. Louis Office, Adams Young rep firm . . . Henry I. Christal to head new radio station rep firm bearing his name, with offices at 300 Park Ave., N. Y.; Chicago office, 333 N. Michigan Ave., will be headed by James Thompson, ex-O. L. Taylor Co. . . . William T. Crago, ex-ABC, named TV-radio director, Leonard Shane Agency, Los Angeles . . . Robert McNell, ex-Biow, now TV-radio director, Earl Bothwell Inc. . . . Angus W. Mackintosh, ex-TV-radio director, Ward Wheelock, named sales director, Mack Goodson-Bill Todman Productions . . . Roger Bowman named TV-radio director, Turner & Dyson, N. Y. . . . George H. Sandifer has resigned as NBC Washington controller to become TV-radio director, U. S. Chamber of Commerce; Arthur Hamilton, NBC accountant in N. Y., is successor.

Republicans have named McIntire Faries, Los Angeles lawyer, as chairman of TV-movies subcommittee, and Ohio Rep. Clarence J. Brown as chairman of press-radio subcommittee for next year's convention. Democrats won't appoint counterparts; jobs will be handled by publicity staff. TV-radio sponsorship of both conventions is considered definite (Vol. 7:46); agreement with networks on "code" for handling telecasts, which awaits "clarification of minor details," is expected in 2-3 weeks. Both parties say "sizable" portion of national budgets will go to TV-radio, to be split about 50-50 between the 2 media. Democrats expect to announce selection of ad agency in January, GOP after convention. Both parties are preparing TV-radio handbooks for candidates.

Eventual harmony between TV and motion pictures is expected by veteran producer Hal Roach Sr. in Dec. 12 *Daily Variety*. He predicts: (1) 75% of film stars will come from TV. (2) Studios will substitute TV films for B productions to develop talent, absorb excess of stars not working. (3) TV will help solve show business unemployment since it requires "5 times as many people" as in movies. Roach, now heavily in TV film production, advises majors to produce 10-min. "teaser" TV films to build up stars.

EIDOPHOR-CBS COLOR theatre-TV proponents appear to have new ally—color-conscious Sen. Edwin Johnson (D-Colo.), chairman of Interstate & Foreign Commerce Committee—in their efforts to persuade NPA to lift ban on manufacture of equipment (Vol. 7:47). At time general color ban was imposed, Johnson said he thought that there was something "phony" but that he didn't intend to do anything about it (Vol. 7:43).

Now he says that he wants more information, that he's "confused" about NPA's action, that "I'm specially interested in the Swiss thing—the Eidophor system; I want to know why production can't go ahead." He doesn't have any immediate plans for investigation or hearings, but says: "I don't know what the committee might want to do. No one has complained to me about this; I'm just keeping my own eyes open." He hasn't conferred with Defense Mobilizer Wilson.

All-industry theatre group (MPAA, TOA, et al) has directed counsel to prepare arguments against ban; lawyers expect to file protest in couple weeks.

Skiatron expects to conduct press-public demonstrations of its "Ultrasonic" theatre-TV gear in few weeks. President Arthur Levey says optical system has just been redesigned by Rochester U's Prof. Brian O'Brien, now gives 5 times previous brightness. System is mechanical, employs carbon arc. Equipment is "easily adaptable to CBS color system," according to Levey, who adds, "We have a method for the compatible system, too." He says company will enter appearance in FCC theatre-TV hearing due to start Feb. 25.

RCA this week announced that more than 50 theatres are now equipped with its PT-100 gear, 34 of these since early fall. This rate of increase, says M. F. Bennett, theatre equipment sales manager, "justifies forecasts made some time ago that theatres capable of seating approximately 200,000 would be equipped by early 1952."

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Skiatron's quest for film fare to test its Subscriber-Vision system of pay-as-you-look TV this week took form of letters to 8 major producers, asking them to indicate, by Jan. 15, which recent pictures they'll supply. Presumably, Skiatron will ask Justice Dept. for help if films aren't forthcoming. Skiatron president Arthur Levey says he hasn't slightest fear Justice Dept. will get cold feet because of recent Zenith-Finnegan disclosure (Vol. 7:49-50). Company's new counsel is James M. Landis, substituting for Telford Taylor. Landis recently took over Gen. Taylor's legal chores for Joint Committee on Educational TV (Vol. 7:47).

Some 200,000 doctors have seen Smith, Kline & French color TV demonstrations (CBS equipment) at 28 medical meetings over last 2½ years, says article in Dec. 15 *Journal of The American Medical Assn.* titled "Color Television as a New Medical Teaching Aid" written by Dr. Kendall A. Elson and G. Frederick Roll. Bright future for medium is forecast.

TV and movies are compatible under certain conditions, according to Dr. Ernest Dichter, psychological consultant to advertisers. In recent study, he concludes that TV viewers often stay home rather than risk going to poor movie; that TV-set owner isn't theatre's "lost audience"—movie industry itself failing to keep pace with TV viewer's change of psychological attitude toward entertainment.

Screen Actors Guild (AFL) announced Dec. 4 it had signed union shop collective-bargaining agreements with these 13 TV film producers: Aladdin, B-M-D, C.G.S, D.N.S, Desilu, Des Moines Enterprises, Fidelity-Vogue, Raymond R. Morgan Co., Primrose, Screen-Televideo, TV Productions, Edmund J. Tingley Productions, Westminster.

Cuba's Goar Mestre, operating Circuito CMQ out of Havana, also CMQ-TV on Channel 6 there, reports satellite station CMJL-TV, Camaguey, already operating on irregular schedule, using Channel 6, DuMont equipment, 2-kw visual ERP, 1-kw aural, antenna 325-ft. above average terrain. Also projected by Mestre interests, as part of TV chain plan, are 3 more outlets: CMKU-TV, Santiago, Channel 2, GE equipment, 16-kw visual, 8-kw aural, antenna 1760-ft. above sea level; CMHQ-TV, Santa Clara, Channel 5, GE equipment, 18-kw visual, 9-kw aural, antenna height 1020-ft. above sea level, 700-ft. above average terrain; and station in Matanzas, call letter unassigned, Channel 9, DuMont equipment, 3-kw visual, 1.5-kw aural, 760-ft. above sea level. Chief engineer Ventura Montes is supervising construction.

Senator Wm. Benton's willingness to sell his Muzak Inc., which has already closed down Elizabethtown, Ky., plant and sold W. 46th St. New York studios to RCA, is linked by *Variety* with antagonism of broadcasters toward his recent bill to establish advisory committee on TV-radio programming (Vol. 7:22), which they vigorously oppose. Muzak subsidiary is Associated Program Service, one of oldest transcription libraries, headed by ex-BAB chief and onetime CBS executive Maurice Mitchell, now being offered in parts instead of as full catalog. *Variety* says Muzak asking price is between $2,000,000 & $3,000,000 though Benton once reportedly turned down $4,500,000.

Televised Congressional hearings were assailed by New York State Bar Assn. civil rights committee as a form of "third degree" for witnesses. Committee recommended bar group go on record as favoring: (1) Banning of TV, radio, photos, movies of Congressional or executive hearings while any witness is testifying, except at public hearings on pending legislation. (2) TV, radio and photo apparatus at hearings on pending legislation be as inconspicuous as possible. (3) No telecasts or broadcasts of hearings be commercially sponsored. Committee said no "sound constitutional basis" had been found for assertion that TV cameras have legal rights to record hearings.

Mass teaching potential of TV is treated in new study available from Commerce Dept. Office of Technical Services (Document PB 105 493, 75¢). Report, second in series titled *Training by TV* (Vol. 7:36), details finding of study by Army, Navy and Fordham U in which 3000 Army reservists were given 8 weekly lessons via 10-city TV "network." Stations participating: WNAC-TV, Boston; WCBS-TV, New York; WCAU-TV, Philadelphia; WMAR-TV, Baltimore; WOIC (now WTOP-TV), Washington; WHEN, Syracuse; WEWS, Cleveland; WJBK-TV, Detroit; WBNS-TV, Columbus; WKRC-TV, Cincinnati.

How TV is affecting 2 different sports—in opposite ways—is related in 2 "survey" stories in recent issues of *Wall Street Journal.* Nov. 24 article treats hockey, says attendance in U. S. is down 15-20% from 1947-48 season, whereas most games in TV-less Canada still attract overflow crowds. "The biggest part of the answer seems to be TV," article concludes. However, Madison Square Garden president Gen. John Kirkpatrick is quoted as feeling that in long run TV might create greater attendance. Gen. Kirkpatrick reveals that TV-radio rights to Garden events now bring in more revenue (15% of gross) than does hockey (10-12%, down from 18%). *Journal's* Nov. 26 story gives TV heavy credit for upswing in attendance at wrestling matches—to tune of 9% hike in attendance, 11% gain in gate receipts over year ago. TV stations and sponsors are paying more for wrestling matches, too. Says story: "In 1946, a promoter usually got $200-$400 for the right to televise one of his wrestling shows. Currently, a promoter can get up to $1500, [and for network shows] promoters [usually] receive more than $20,000."

Count of TV Sets-in-Use by Cities

As of December 1, 1951

Estimates are sets within .1 Mv/m contours (60 mi.), excluding overlaps, as established by NBC Research.

AFTER ADDING 620,400 for November, NBC Research's monthly sets-in-use "census" as of Dec. 1 comes to 15,176,200—indicating that, in view of heavy December sales, figure will be closer to 16,000,000 than 15,000,000 when New Year begins. Higher rate of increase again reflected such developments as transcontinental interconnections (San Francisco showing 30,000 gain in month, Los Angeles 20,000); third station in Atlanta (which gained 14,000 in month); extended fringe coverage due to higher powers and more sensitive receivers (New York area gained 90,000, Chicago 40,000, Philadelphia 30,000, Boston 24,000, St. Louis 21,000). November over-all increase was best for year, comparing with 552,300 in October (Vol. 7:47), 447,500 in September (Vol. 7:43), 284,300 in August (Vol. 7:35). Following is the Dec. 1 count (consult individual stations for their estimates of number of families within respective services ranges):

Area	No. Stations	No. Sets
Interconnected Cities		
Ames (Des Moines)	1	71,000
Atlanta	3	148,000
Baltimore	3	350,000
Binghamton	1	47,200
Birmingham	2	81,100
Bloomington, Ind.	1	18,000
Boston	2	833,000
Buffalo	1	241,000
Charlotte	1	106,000
Chicago	4	1,060,000
Cincinnati	3	300,000
Cleveland	3	548,000
Columbus	3	183,000
Davenport-Rock Island	2	80,500
Dayton	2	162,000
Detroit	3	575,000
Erie	1	57,000
Grand Rapids	1	80,000
Greensboro	1	75,000
Huntington	1	62,500
Indianapolis	1	182,000
Jacksonville	1	46,000
Johnstown	1	127,000
Kalamazoo	1	63,000
Kansas City	1	170,000
Lancaster	1	123,000
Lansing	1	70,000
Los Angeles	7	1,065,000
Louisville	2	118,000
Memphis	1	109,000
Milwaukee	1	294,000
Minneapolis-St. Paul	2	289,000
Nashville	1	48,300
New Haven	1	212,000
New York	7	2,720,000
Norfolk	1	91,200
Omaha	2	104,000
Philadelphia	3	970,000
Pittsburgh	1	350,000
Providence	1	180,000
Richmond	1	98,800
Rochester	1	98,100
Salt Lake City	2	64,600
San Diego	1	110,000
San Francisco	3	298,000
Schenectady	1	187,000
St. Louis	1	348,000
Syracuse	2	153,000
Toledo	1	137,000
Utica	1	60,000
Washington	4	312,000
Wilmington	1	87,400
Total Interconnected	95	14,363,700
Non-Interconnected Cities		
Albuquerque	1	12,100
Brownsville (Matamoros, Mexico)	1*	10,200
Dallas	2	145,000
Fort Worth	1	
Houston	1	108,000
Miami	1	80,000
New Orleans	1	72,600
Oklahoma City	1	92,300
Phoenix	1	38,900
San Antonio	2	58,900
Seattle	1	117,000
Tulsa	1	77,500
Total Non-Interconnected	14	812,500
Total Interconnected and Non Interconnected	109	15,176,200

* Preliminary estimate, U. S. sets only.

Note: TV sets sold in Canada totaled 67,648 up to Oct. 31, 1951, according to Canadian RTMA (Vol. 7:48). Since Canada has no stations of its own and nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities.

Good filmed TV programs may eventually pay for themselves through re-use . . . and even "build up a reserve to pay for [sponsor's] advertising in perpetuity," says Dec. 5 *Variety*, citing these examples: (1) Procter & Gamble, which is paying $735,000 for 43 *Fireside Theatre* films, produced by Frank Wisbar, has received offer of $430,000 plus 40% of revenue for re-runs of the films. (2) Bing Crosby Enterprises, which produced *Fireside* series last year and sold 44 films to P&G for $350,000 but retained residual rights, is releasing series again this year under title of *Royal Playhouse*, has recouped all but $200,000 of its original $750,000 investment in the films. It's pointed out end of FCC station freeze will open vast new territory to films produced especially for TV and already shown in present TV areas.

BY ELECTION DAY, next November, there will be about 18,000,000 TV sets in use in the United States —reaching potential audience of more than 60,000,000 persons—"exceeding the total population when Grover Cleveland campaigned for the presidency in 1884." Authority is RCA's Gen. David Sarnoff.

Already, more than 15,000,000 sets are in use, according to latest count (see next column)—and year-end statements of manufacturers thus far indicate they think 1952 output and sales should approximate if not equal this year's. That means something like 5,000,000, so that end of 1952 may well show 20,000,000 sets in use in very nearly that many American homes.

Another noteworthy estimate by the RCA-NBC top-kick in year-end statement: "Based on the financial results of the first 10 months, the 1951 time billings of the 4 TV networks and 109 stations [including one on Mexican border] should reach at least $250,000,000. This year, for first time, TV surpassed network radio in revenues."

Radio moved forward, too—added some 12,000,000 new sets that were sold during 1951, its Golden Anniversary year if measured from time of Marconi's first transatlantic wireless signal in 1901. Radios in use now total about 100,000,000; radio homes, about 43,000,000; autos with radios, 24,000,000—these served by 2400 AM and 680 FM stations.

And anomalous as it may seem, phono record business went up 15% in 1951.

Pocket wireless microphone-transmitter, particularly useful for TV performers, has drawn interest of CBS-TV, and ABC-TV, according to inventor Robert Stephens who demonstrated device to FCC Dec. 18. Microphone and 2-tube FM transmitter weigh 3 oz., fit into breast pocket; 5-oz. power supply fits into coat or trouser pocket, is good for 3 hours. Unit is FM, 50 mc, has 125-ft. range. Temporary use of 50 mc may be authorized by FCC, but rule-making is necessary for permanent allocation. Units are being made by Stephens Mfg. Corp., 8538 Warner Dr., Culver City, Cal.; distributor is RYB Inc., 251 S. Robertson Blvd., Beverly Hills, Cal. RYB representative Eddie Yuhl reports that Signal Corps has tested 3 units in Korea for 6 months, ordered more. Company counsel is W. Ervin James, formerly assistant to ex-Comr. Clifford J. Durr.

Helicopter measurements of WJZ-TV's antenna pattern from Empire State Bldg. (Vol. 7:47) showed deviation from circularity, according to ABC engineering v.p. Frank Marx, so his engineers reoriented and rephased elements to correct distortion. Marx says theoretical calculations by RCA, antenna's manufacturer, didn't hold up in actual operation. Currently, engineers are trying to determine whether conventional on-the-ground measurements show better pattern than indicated by helicopter recordings and how the two may be correlated. Included in program are helicopter measurements of WSB-TV, Atlanta. Marx has passed his findings and correction techniques along to RCA and other Empire State occupants: WABD, WCBS-TV, WPIX, WNBT.

Bound and Indexed

We're planning to index and bind, between embossed book covers, in limited quantity, all 1951 issues of the *Television Digest* Newsletters plus the year's Supplements and TV Factbooks. This volume of 52 Newsletters, Supplements, Factbooks and Index will provide a handy and handsome permanent reference. Orders will be taken only until Jan. 5. Price, $25 per volume.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 1755
Trade Report
December 22, 1951

'MERRY CHRISTMAS' IN TRADE FIGURES: Two more statistical weeks to go for year -- and the industry's TV output total has not only gone well over 5,000,000 already but factory inventories have been worked down to 222,229 from mid-summer peak of nearly 770,000. The 222,229 wouldn't be much more than one week's output by 1950 and early 1951 standards; runs good 2 weeks by fourth-quarter 1951 standard.

That inventory should go down still more before New Year -- not only at the factories but at wholesale & retail levels -- is manifest from generally favorable reports around the trade. Said Dec. 21 New York Times: "Many retail dealers all over the country have increased their dollar sales volume for TV receivers in the last 4 weeks as much as 100%, store spokesmen reported yesterday."

Persistent price promotion and substantial assistance in the last week from holiday gift buying were given as reasons. But one store executive noted that gain isn't as impressive as seems, at first blush, because there was "beat-the-tax" buying rush for several weeks prior to Nov. 1, 1950 when 10% excise tax went into effect; then from Nov. 1 to end of 1950, there was a retail slump.

But any increase over any period in 1950 is regarded as welcome in a trade that suffered such serious summer and autumn doldrums this year.

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Its auditors having missed usual deadline last week, RTMA this week gave out figures for 2 weeks ending Dec. 7 & 14. Output for Dec. 7 week was 109,468 sets (4841 private label), inventory went down about 14,000 to 241,641. Output for week ending Dec. 14 was 117,047 (5100 private), inventory then went to 222,229. For the first 11 weeks of fourth quarter, output figure comes to 1,200,580 (subject to revision)--which, added to first 9 months' 3,970,857, gives 5,171,437 and 2 weeks to go.

Radio output for Dec. 7 week was 206,581 units (80,483 private label) and inventory was 297,471; radios turned out were 129,501 home sets, 17,280 portables, 59,800 auto. For week ending Dec. 14, radio output was 200,869 (73,055 private) and inventory was 287,016; sets were 124,208 home, 19,815 portable, 56,846 auto.

Thus radios for 11 of the 13 weeks of fourth quarter equalled 2,259,636 -- which, added to first 9 months' 10,077,478, total 12,337,114 and 2 weeks to go.

Trade Personals: William S. Schmidt, on leave from Monongahela Power Co., Fairmont, W. Va., named to NPA electrical equipment div. to direct priority system for supplying industry, military & Atomic Energy Commission with electrical components . . . **Louis J. Collins** promoted from Chicago sales mgr. to gen. sales mgr., Capehart-Farnsworth, succeeding **E. Patrick Toal**, resigned . . . **Robert E. Lee**, GE tube dept. finance mgr., Schenectady, named asst. mgr. of CR tube operations, Syracuse, succeeded by **Randolph M. Duncan** . . . **H. A. Gumz**, Webster-Chicago production mgr., elevated to v.p. in charge of all govt. orders . . . **James Dales**, ex-Motorola and Belmont, named chief TV-radio engineer, Hoffman Radio . . . **Saul Decker** promoted to chief TV engineer, CBS-Columbia Inc. . . . **Wm. W. Paul** elected v.p., Radio Condenser Co., Camden, N. J., continuing as secy.-treas. . . . **Claire Chamberlain** promoted to buyer of TVs, radios, musical instruments and related items for Spiegel Inc. mail-order div. . . . **Hollis D. Bradbury** appointed national mgr. of film recording sales, RCA engineering products dept., succeeded as Eastern mgr. by **Everett Miller** . . . **Herbert Frank**, who resigned recently as Starrett sales director to join Jewel Radio, now reported remaining with Starrett as sales v.p.; **Frank D. Langstroth**, Starrett president, and **Bernard Hecht**, gen. mgr., resigning as of Jan. 1, **Jack Krieger** becoming executive v.p. . . . **William F. Cassedy Jr.**, ex-Kearfott Mfg. Co. gen. mgr., elected president of Aircraft Radio Corp.

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TV DX-ing pays off businesswise in Longmont, Colo., despite fact nearest stations are in Omaha, 500 miles away, according to appliance store owner Howard McKee. December *Radio & Television News* reports how store is cashing in on publicity and getting to be known as *the* TV store in Longmont in preparation for day when TV comes to area. McKee and technician Lawrence Pickerell have logged 24 stations, all low band, including those in Los Angeles, San Francisco, Atlanta, Charlotte, Greensboro. Best and most consistent signal is that from Houston's KPRC-TV. Among oddities noted is fact that best signal was achieved in 1950 by pointing antenna at 14,000-ft. mountain, but peak didn't help in 1951. Once, unusually good picture came when antenna was directed at cloud.

Novel experimental license on 32,000 mc, highest frequency yet authorized by FCC, was recently granted to Video Corp. of America, New York private-label TV receiver manufacturer, to test radar-like device for recording vehicle speeds. Grant specifies A-O (no modulation) emission, .02 watts, employing QK-290 klystron. Device measures phase difference of outgoing and reflected waves.

Topics & Trends of TV Trade: GE's Dr. W. R. G. Baker, who plays it by slide-rule, leans heavily on researchers for market data, knows the Washington score better than most manufacturers, says in year-end statement that "public demand for TV receivers in 1952 will be substantially the same as that which existed in 1951." As for radios, he thinks materials restrictions will reduce their 1952 sales volume to 6,000,000, down 27% from the 8,200,000 home & portable units expected to be sold in 1951.

"It is true," Dr. Baker's statement says, "that the [1951] sales of TV receivers in some of the large and older TV markets such as Boston, New York, Philadelphia, Washington, Chicago and Los Angeles were substantially less than in 1950, and that the trend may extend through 1952. We believe, however, that consumer demand in these older markets in '52 should hold up to the 1951 level as a result of obsolescence of small-size picture receivers, elimination of the confusion in the minds of the buying public concerning color TV, increased sale in the fringe areas due to the more sensitive type of receiver now available and the possibilities of increased transmitter power which may be effective for at least a portion of 1952.

"Officials of the NPA have indicated that the metals which will be made available to the TV industry in 1952 will allow the manufacture of 3,500,000 to 4,000,000 TV receivers. The industry estimates about 4,300,000. These quantities compare with approximately 7,500,000 in 1950 and 5,300,000 estimated for 1951.

"Estimates of industry production and retail sales for the last 2 months of 1951 indicate, with expected seasonal increased buying for Christmas, that only normal inventories of all makes of TV receivers will be on hand at the end of 1951 at manufacturing, distributor and dealer levels."

GE has stopped production of 17-in. sets to concentrate on expanding 20-in. line, executive v.p. Roy W. Johnson told New York press conference this week. He said 20-in. sets are now on allocation, but admitted "selling 17-in. receivers at present is a problem." He added that production of 17-in. probably won't be resumed until May. At same conference, GE president Ralph Cordiner predicted all GE consumer goods—with possible exception of TV—will be on allocation by May. And he made this rather surprising forecast: GE hopes to produce in 1952 three-quarters of the appliances it made this year, despite shortages. He said substitution and conservation of materials will account for high output; total would be only 50% of 1951 "without use of these alternate materials." He said GE's fourth-quarter production of consumer goods is 40% below levels of year ago; without conservation it would be 60% off. Some 20-25% of company's total billings are currently for defense, and defense business will reach 30-35% next year and "level off there," said Mr. Cordiner.

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Trade-practice rules for TV-radio industry (Vol. 7:39) took another step forward this week when All-Industry Committee on Trade Practice Rules met in Washington, approved most of rules it will recommend to Federal Trade Commission. Next is final committee session about Jan. 17, then third and final FTC public hearings, probably in February. Attending meeting: Louis B. Calamaras, National Electronic Distributors Assn., chairman; Glen McDaniel & Ray Donaldson, RTMA; Mort F. Farr, National Appliance & Radio Dealers Assn.; Edwin A. Dempsey, National TV Dealers Assn.; James R. Oberly, Admiral; Fred Walker, dealer in Alexandria and Arlington, Va.; Douglas Day & Robert E. McLaughlin, DuMont; Clifford J. Hunt, Stromberg-Carlson; Ray Saxon & Will Osterling, RCA; Max Balcom & Jack Harvey, Sylvania; Henry Weaver, Philco.

Admiral-Norge deal is "99% off," Norge president George P. F. Smith is said to be telling Norge distributors. Reports have it he's informing them: (1) Disclosure of negotiations by Admiral to buy Norge Div. from Borg-Warner (Vol. 7:48) was unpopular with Norge personnel and distributors who want to see Norge continue as autonomous organization. (2) Admiral and Norge drifted apart over "details," and it's doubtful whether they'll get together again. (3) Borg-Warner has been negotiating with other "blue-chip TV names, including RCA, Sylvania, Motorola." (4) Price of Norge was $15,000,000, to include about $6,000,000 worth of Norge's finished or convertible inventory. (5) Group of independent investors headed by Smith & Sampson, Chicago Norge distributor, is seeking to buy Norge, with Norge president Smith's blessing. Efforts to reach principals for statements were unavailing.

TV-radio distributors accepting chairmanships of RTMA Distributor TV Sports Committees are: Stanley Glasser, president, Sea Coast Appliance Distributors, Inc., Miami; John G. Gaines, John G. Gaines & Co., Inc., Kansas City; Allen S. Lasky, v.p., Mayflower Sales Co., St. Louis; Emanuel Zerega, president, Zerega Distributing Co., Seattle. Committees form phase of 12-point program by RTMA Sports Broadcasting Committee, headed by RCA's J. B. Elliott, aimed at boosting public attendance at 1952 sports events (Vol. 7:47).

TV "$1 sales" hearing by Federal Trade Commission on charge against Electrical Center, Washington retailer (Vol. 7:45), was canceled this week pending "negotiated settlement" between firm and FTC, according to FTC. Dealer was accused of falsely stating that any purchase of TV, radio or appliance at regular price entitled customer to buy another article "of same kind and value" for $1.

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Merchandising Notes: "If all installment buying ceased and consumer spending was suddenly placed on a cash basis, the national economy would probably stagger into a complete collapse," said RCA Victor distribution v.p. Robert A. Seidel, speaking Dec. 19 before Columbia U seminar on consumer-credit management; theme was that mass production means mass sales, which are impossible without extensive consumer credit . . . Admiral introducing new 17-in. TV-radio-phono (37-M) as mid-winter promotional item, to list at $450 in walnut & mahogany . . . Stromberg-Carlson offering 2 new 24-in. consoles, full doors—"Newcastle," $725, "Cathay," $795, including tax . . . Westinghouse buying out Danforth Co., its Pittsburgh distributor, to be operated as own distribution agency.

Trade Miscellany: Freed Radio hearing under bankruptcy laws (Vol. 7:10) now set for Jan. 10, when firm will file proposed new operations plan . . . Raytheon leases one-story, 50,000-sq. ft. building in Waltham, where 400 more workers will be employed starting in May . . . Contract for community TV antenna system in Hancock, Md., has been awarded Electric & Telephone Construction Co., Philadelphia . . . Tel-O-Tube Corp. of America, CR tube maker, purchases Video Industry Products Co., Paterson, N. J., making TV & CR test equipment, which moves into new 10,000-sq. ft. plant at 159 Marshall St., Paterson.

An aid to makers of TV picture tubes, fluorescent lamps, etc., is Navy's new 40-p. *Survey of the Theoretical Aspects of the Luminescence of Inorganic Crystalline Solids* (PB 102 597). It's available at $1 from Office of Technical Services, Dept. of Commerce, Washington, D. C.

Hundreds of electronic and electrical patents owned by Govt. have been made available to American industry for free use. Total of 2339 available patents are listed in booklet, *Govt.-Owned Inventions for Free Use*, for sale at $1 by Supt. of Documents, Washington.

Mobilization Notes: German and Italian electronic components are available in sufficient quantity and quality to help relieve predicted shortages of American-made parts. Electronics Production Board chairman Edmund T. Morris Jr. and Lt. Col. Carl B. Lindstrandt, of Defense Dept.'s Electronic Production Resources Agency, reached that conclusion after visiting 12 European manufacturers, 7 in Western Germany and 5 at Milan, Italy. Among points made in report this week on October trip:

(1) "The importation of up to 500,000 German selenium rectifiers, using Swedish selenium, would help to avert an impending shortage of rectifiers needed by several important defense-supporting and civilian industries, and the home radio-TV receiver industry."

(2) While precision wire-wound resistor facilities are available in Europe, "production at present is extremely small due to lack of orders."

(3) Carbon resistors are available "in considerable quantities."

(4) Approximately 40 lbs. per month of fine enameled resistance wire is available.

(5) At least 2 potentiometer manufacturers are capable of producing precision variable resistors in quantity.

(6) "Most of the companies have both technical and production facilities equivalent to comparable companies in this country and several are carrying on interesting technical developments."

Technical details about foreign manufacturers and their products are available from NPA Electronics Div.

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Limiting factors in transmitter production—not only TV, but AM & FM and all other types—are delays in delivery of components and lack of engineering and technical personnel. That was consensus of 9 transmitter makers who met with NPA for first time Dec. 19. Allotments of controlled materials haven't held up manufacture of transmitters and related military projects as much as shortage of components, they said. Unanimously, the manufacturers agreed scarcest item is Mu-metal, high nickel content alloy used as shielding. Hardest-to-get components include relays, nickel-bearing transformer laminations, small electric motors, mica and gas capacitors, crystals, meters, coils and special tubes for military work. Manufacturers agreed most serious manpower headaches resulted from shortage of senior engineers, layout draftsmen, technicians (testers or troubleshooters), wiremen, toolmakers, machinists. J. Bernard Joseph of NPA Electronics Div. presided at meeting attended by:

R. H. Hollister, Collins Radio; Lester H. Carr, Continental Electronics, Washington, D. C.; C. E. Williams, DuMont; E. Labin, Federal Telecommunications Labs; Parker S. Gates, Gates Radio; Frank P. Barnes, GE; T. A. Smith, RCA; William Zillger, Standard Electronic Co., Newark; C. W. Miller, Westinghouse.

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Electronics Miscellany: Victoreen Instrument Co., Cleveland, as of Dec. 29 acquires all stock of Pioneer Electronics Corp., Salem, Mass., Pioneer to operate as subsidiary; Cyrus W. Haller, onetime Sylvania executive, now Pioneer president, elected president of Victoreen, succeeding Winfield Kendrick, retired . . . Robertshaw-Fulton Controls Co. buys out Fielden Instrument Corp., Philadelphia industrial electronics measurement equipment, which will be operated as subsidiary . . . Electronic Instruments Inc., Brooklyn (Harry R. Ashley, president), has purchased 6-story, 30,000-sq. ft. plant at 84 Withers St., Brooklyn to house offices and factory . . . Chatham Electronics Corp. to build 100,000-sq. ft. one-story plant on 17-acre tract at Route 10 & Okner Blvd., Livington, N. J.

Metals forecast for 1952: DPA says defense and defense-related production and construction will take more than 40% of nation's supply of carbon steel, 60% of copper and aluminum. And these other developments this week provide clues to metals situation in coming year:

Nickel, for which defense requirements next year exceed total supply, will probably be most critical electronic material by end of 1952. But Dr. John F. Thompson, chairman of International Nickel Co., forecasts 30% increase in nickel supply by 1954 over pre-Korea level, due to expansion by established producers and opening of new mines. International Materials Conference announced U. S. will get slightly more of the free world's tungsten, a little less molydenum during first quarter 1952 than current fourth quarter 1951.

At least 7,000,000 lbs. of aluminum will be lost as result of walkout this week at Reynolds' Troutdale, Ore. plant, NPA officials estimate. Cadmium producers, distributors and consumers urged NPA to relax order M-19, which controls use of the metal. Producers said they have 2-month supply on hand and defense demands haven't been as heavy as anticipated.

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TV servicemen got long-sought materials relief this week when CMP Regulation 7 (maintenance, repair & operating supplies) was amended to give them priority on materials needed for installations. Installers of all "domestic appliances" are included in regulation, which permits them to use their MRO quotas for installation materials (antenna lead-in wire, etc.). At same time, NPA amended CMP Regulation 5 to permit manufacturers to obtain materials for installation of equipment in existing buildings on priority basis. Order establishes separate minimum quarterly quotas of $1000 each for MRO supplies, minor capital additions and installations.

Bottleneck-breaking regulation issued by NPA Dec. 19 is expected to be big help to defense electronic manufacturers and laboratories. New Direction 4 to Regulation 2 permits manufacturers of tubes and resistors to arrange delivery of small rated (priority) orders without regard to chronological receipt of orders. Only type order that can't be bumped by small order under new regulation is one carrying DX super-priority rating. Size of orders coming under Direction 4 is tightly limited. For example, no manufacturer is permitted to ship more than 50 tubes of any one type to any one customer in a month.

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Dividends: Motorola, quarterly 62½¢ and extra of 37½¢ both payable Jan. 15 to stockholders of record Dec. 28; Allied Electric Products (Sheldon), 11¼¢ payable Dec. 28 to holders Dec. 17; Canadian Admiral, 15¢ payable Dec. 29 to holders Dec. 17; IT&T, 20¢ payable Jan. 23 to holders Dec. 21; Technicolor, 50¢ payable Dec. 27 to holders Dec. 19; Reeves-Ely, 10¢ payable Dec. 28 to holders Dec. 14; Packard-Bell, 25¢ payable Jan. 25 to holders Jan. 10; Emerson, 25¢ payable Jan. 15 to holders Jan. 4.

International Resistance Co. holds stockholders' meeting Jan. 9 to vote on proposed increase in authorized common shares from 1,097,225 to 1,500,000. With 1,067,163 shares now outstanding, company plans to sell 250,000 more through F. Eberstadt & Co. and Zuckerman, Smith & Co., proceeds to be used for additional working capital and product development.

M. H. Cogan, president of Symphonic Radio & Electronic Corp., Boston, has sold controlling interest to New York group headed by Max Zimmer & Al Jacobs, Apex Electronics, and including Sidney Joffee, Pathe.

Electrical & Musical Industrial Ltd., London (EMI) reports net income of £838,122 for fiscal year ended June 30 vs. £456,666 for preceding fiscal year.

Telecasting Notes: NARTB's new TV code seal (Vol. 7:49), to be displayed by member stations conforming with newly promulgated *Code of Practices for Telecasters* (Supplement No. 76), due to be ready for distribution in early January, probably will be flashed on screens regularly by networks and stations as part of their identification signals . . . NBC-TV's 7-9 a.m. show *Today*, starting Jan. 14 (Vol. 7:50), actually will keep m.c. Dave Garroway and staff going 3 hours each weekday morning, for there will be repeat hour for piping to Central Time Zone so that it can hew to same 7-9 a.m. look-or-listen habit patterns contemplated by v.p. Pat Weaver . . . Added promotion gimmick for show is fact it will be staged in so-called "Studio of Tomorrow" in RCA Exhibition Hall, facing on 49th St., so that morning passersby can have a look—though city ordinances prohibit outdoor loud-speakers . . . Pittsburgh's WDTV, DuMont-owned, which as only station in one of top markets in country picks and chooses what it wants from the networks, now carries Milton Berle's *Texaco Star Theatre* alternate Tuesdays only, having cleared every other week for half hour of *Frank Sinatra Show* (Ekco Products, CBS-TV) and for Saturday Evening Post's *Keep Posted* (DuMont) . . . Sam Goldwyn, who has said he thinks film houses of future must compete on "qualitative" basis against "quantitative TV," and who hasn't released any of his oldies to TV yet, did relent to this extent for *Salute to Samuel Goldwyn* carried this week on KNXT, Hollywood: he appeared personally to introduce scenes culled from his films *Dodsworth, Pride of the Yankees, Best Years of Our Lives, Wuthering Heights* and, latest, *I Want You* . . . First unit of NBC's huge new TV housing project, on 50-acre tract adjoining Warner Bros. studios in Burbank, will be 2 studios, each seating 500, covering about 5 acres, costing some $2,000,000; groundbreaking is due soon after New Year's, occupancy expected by next Oct. 1 . . . ABC fashioning dozen studios for AM out of old warehouse adjoining its TV Center on West 66th St., preparatory to moving out of RCA Bldg. in March when lease expires and NBC takes over all or most of its present space . . . Civil Defense Administration is distributing kinescopes of its 7-installment *Survival* series to all TV stations; series portrays effect of atomic bomb on cities, was shown on NBC-TV last summer . . . Tommy Henrich, another ex-New York Yankee great, joins Joe DiMaggio in TV sportscasting by signing of long-term WJZ-TV contract to share 11:10-11:20 p.m. Mon.-Tues.-Thur.-Fri. show with Russ Hodges, sponsor Sun Oil; DiMaggio will handle pre- and post-game shows for Yankees.

NBC is raising local rates of 3 of its 5 owned-&-managed TV stations as of Jan. 1: KNBH, Los Angeles, from $1250 to $1500 per Class A hour, from $200 to $300 per 1-minute or 20-seconds; WNBK, Cleveland, from $750 to $900 & $150 to $175; WNBW, Washington, from $550 to $650 & $120 to $135. Also planned are local rate increases for WNBT, New York, now $3750 an hour, and WNBQ, Chicago, now $1500—but these are as yet undetermined and not due until next Feb. 15.

Extra Copies of TV Factbook No. 14

Our semi-annual *TV Factbook No. 14* will be off the presses shortly after Jan. 15, 1952—containing directories and basic reference data about stations & networks (including rate schedules), manufacturers, program suppliers, FCC and others concerned with TV. One copy goes to each full-service subscriber. Extra copies will be available to subscribers at $2.50; if you place pre-print orders for quantities of 20 or more (i.e., before Jan. 7, 1952) we'll supply them at $1 per copy.

THE FCC, Chairman Coy & Comr. Jones particularly, have been eyeing askance the trends in network-station fiscal relations lately—notably NBC's plan to readjust radio rate structure and payments to radio affiliates. Commission has instructed its legal and economic staffs to have a look, apparently suspecting deliberate attempt to depress AM for sake of TV.

However bitter toward one another competitively, it's axiomatic that none of the networks and very few stations want any govt. agency to meddle in their contractual relationship—a field definitely outside FCC's legal scope.

It's good guess that, faced with the prodigiously important job of ending its self-created and self-protracted TV freeze, to say nothing of staff shortage and the heavy pressures of the coming political year, this "probe" will merely create lots of work and annoyance, win some publicity, then simply go the way of FCC's famous "network equalization" plan of latter 1950 (Vol. 6:40 et seq).

That one proposed changing network rules to limit the number of hours TV stations in certain areas might take from any single network. It died on the vine, favored not even by the networks it was designed to help.

CBS-TV Division joins NARTB-TV this week, bringing with it wholly-owned stations WCBS-TV, New York, and KNXT, Hollywood. Part-owned (45%) station WTOP-TV, Washington, doesn't belong. Total TV membership now includes 76 stations (out of total of 108) and 3 networks. As network member, CBS-TV is entitled to directorship, presumably to be assumed by its president Jack Van Volkenburg. Parent company left old NAB several years ago in disagreement with policies, hasn't yet returned its radio network or stations. NARTB reports increase in radio memberships also—14 new ones this week bringing total to 1324—958 AM, 366 FM.

Nominations for 1951 duPont TV-radio awards for "outstanding public service" were invited this week (closing date Jan. 31) by O. W. Riegel, curator of duPont Foundation, Washington & Lee U, Lexington, Va. Winners in 3 categories—large station, small station, commentator—will get $1000 each. Awards committee: Dr. Francis P. Gaines, president of Washington & Lee U, chairman; Mrs. Jessie Ball duPont (who established awards in 1942); B. M. McKelway, editor of *Washington Star;* Hadley Cantril, director of Princeton's Office of Public Research; Mrs. Hiram C. Houghton, president of General Federation of Women's Clubs.

Applications filed with FCC this week boosted total to 470. Ohio State U filed for non-commercial station in Columbus on Channel No. 12; KWTX, Waco, Tex., No. 11; WROL, Knoxville, Tenn., No. 6; KFOR, Lincoln, Neb., No. 10; KWWL, Waterloo, Ia., No. 7. Also filed but returned as incomplete, was request from Cache Valley Bcstg. Co. for No. 2 in Logan, Utah. [For further details, see *TV Addenda 13-W* herewith; for listing of all applicants to date, see *TV Factbook No. 13* and Addenda to date.]

Grand total of 1497 filings in FCC's famed "paper" TV allocations hearing was received by final deadline date of Dec. 17. Though commissioners have been satisfied with staff's work to date (Vol. 7:49) and though big corps of engineers, attorneys, accountants and economists are doing almost nothing but "freeze" work, target date of Feb. 1 for final decision appears tough one to meet. Much depends on whether Commission continues to accept staff's recommendations with little change.

RCA offers new "special effects amplifier" to accomplish fades, dissolves, superpositions, wipes, insertions, etc., "at microsecond speed," expects it to supersede optical and mechanical techniques.

MARTIN CODEL'S
AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING AND ALLIED ELECTRONICS ARTS AND INDUSTRY

Television Digest
with ELECTRONICS REPORTS

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1952 OUTLOOK FOR TV & ALLIED ARTS: We didn't do so badly in this space exactly a year ago, when we forecast a "cloudy" New Year that promised:

"(a) Prolonged national emergency, with diminishing TV-radio output as the industry swings over to defense production." In 1952, the industry's main preoccupation will continue to be electronics for defense.

"(b) Prolonged station freeze, with its prolongation of monopolies of the now-profitable telecasting facilities." In early 1952, freeze should be lifted -- but that doesn't mean more stations immediately, or even soon. (See below.)

"(c) Prolonged arguments about color TV, now a chimera without even the proverbial Chinaman's chance of emerging commercially during the emergency." That forecast for 1951, obvious then and even more obvious now, stands for 1952, too; everybody would prefer to forget the great color fiasco of 1951.

Looking a bit more closely into what 1952 promises, this is a summary of the best thinking of Television Digest's editorial staff:

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FREEZE: Final decision by March 1. First grant about June 1, total number of new stations authorized to be 25-50 for year, mostly uhf, because eager competition for scarce and valuable channels means many, many hearings. Very few of these stations to be on the air by year's end.

TELECASTING BUSINESS: To continue "terrific" for the 108 franchise holders, many enjoying freeze-created monopolies. Telecasting time sales of 1951, totaling some $250,000,000 (about half network), to be exceeded by far in 1952 due to higher rates stemming from increased audience and greater acceptance of medium. Rough guess is that another $250,000,000 was spent in 1951 on TV talent, production & facilities -- programs -- and it's a cinch that bill won't go down in 1952.

SET OUTPUT & TRADE TRENDS: NPA estimates 3,500,000 TVs. Manufacturers' consensus approaches 4,500,000. Best forecast is probably somewhere between the two -- but considerable new conservation measures will be necessary to achieve 4,000,000. Optimism of set makers isn't unnatural when you consider that they turned out about 5,300,000 TVs in 1951, as against forecasts of around 4,000,000 this time last year. Tube sizes are settling down to 17 & 21-in.; some 24-in. and a few 27 & 30-in. will sell in 1952. Trade should continue good at all levels, the servicing business especially so, with sales about equalling 1951's by reason of inventory carryovers.

MATERIALS SHORTAGES: Copper, aluminum and nickel to continue very scarce through 1952, with tightest pinch on civilian production in third quarter -- despite earlier govt. assurances that materials pinch would ease early in year. Military take of metals will force new second-quarter cut, probably 10%, in copper & aluminum for TV-radio and other "more essential" consumer durables, then another smaller cut in third quarter.

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That's the larger picture. Getting down to some of the important specifics in the telecasting and related fields, as seen from the Washington vantage:

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Theatre TV: FCC hearing to be postponed from Feb. 25 for one or 2 months. Final decision near year's end. Much to-do all year about system vs. system, color vs. monochrome, etc., while number of installations (now about 60) mushroom to point where theatres become consistent factor as bidders against home TV for major events, still mostly sports.

Subscription TV: FCC too preoccupied all year with other more pressing matters, particularly problems flowing from "thaw" of freeze. It's unlikely to go into subject deeply. If there is hearing, decisions on basic principle involved in giving blessing to pay-as-you-look system, and on choice of system, are entirely unlikely by year's end.

Color: No Commission action at all, because of NPA ban on manufacture of color receivers. Lifting of ban unlikely for duration. NTSC to say it's ready with perfected compatible system any time FCC is prepared to consider it.

Network Service: AT&T to extend facilities to 8 more cities, mostly in second half 1952, namely: Oklahoma City, Tulsa, Fort Worth, Dallas, San Antonio, Houston, New Orleans, Miami. Only 4 stations to remain outside networks' scope -- in Albuquerque, Phoenix, Seattle, Matamoros, Mex.-Brownsville, Tex. Most, if not all extensions, to be completed by November elections.

Educational Channels: Few schools will apply for them, even though FCC's final decision will set aside flock of channels much as originally proposed. A few more schools will vie with commercial aspirants for regular channels.

Boosters & Satellite Stations: FCC to authorize only very limited experimentation with this effort to widen coverage of existing TV outlets. Consideration as commercial service unlikely during 1952, perhaps longer.

ABC-United Paramount Theatres Merger: Probably will go through after long hearings (due to start Jan. 15) and lots of legal byplay over charges of "stifled competition" and a rehash of Dept. of Justice's old Paramount anti-trust decree.

Station Construction: Structural steel shortage won't ease noticeably in 1952, as mobilizers originally forecast. Result is NPA will make few if any special materials allotments for construction of new stations, TV or other. Construction will be slowed, but not halted -- builders getting very little materials aid in addition to amounts of metals they're permitted to self-certify each quarter (now 25 tons of steel, 2000 lbs. of copper, 1000 lbs. of aluminum; Vol. 7:51). A few stations may get on air using such very small amounts of metals -- simply through the addition of TV equipment to existing AM tower and buildings.

The FCC: One, 2 or 3 new faces before year is out, probably even more if Democrats lose November elections. Chairman Coy makes no bones about intention of quitting soon, meaning probably as soon as he can after freeze-lift order in spring. Several members can retire with benefits any time they wish, may elect to do so. Only term expiring is that of Comr. Hyde (Republican) next June 30. Comr. Hennock surely won't stick if GOP comes in; her unhappy experience with Senate Judiciary Committee, which wouldn't approve her judgeship appointment, may have repercussions in Congress -- especially with GOP seizing on every chance to discredit Democrats.

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Political year inevitably means squeezes upon FCC, particularly in light of the largess it can hand out in the way of TV channels now valued in millions; but in light of bad reputation it earned during color imbroglio and Hennock hearings, in light of current Washington scandals, it can be assumed Commission, however constituted, will renew efforts to keep itself aloof from politics and above reproach. At least, that would seem to be better part of simple prudence and plain common sense.

TV-AM-FM STATIONS AS OF JAN. 1, 1952: New Year carries TV freeze into 40th month, and likely to go full 4 years before any more stations are on the air. Old year saw only one new station go into operation -- Atlanta's WLTV (Vol. 7:39), the 108th and last authorized by FCC.

There were a few more among our Latin American neighbors, but only one held meaning for U.S. viewers -- XELD-TV, Matamoros, Mexico, just across Rio Grande from Brownsville, Tex., with audience mostly on our side of border and drawing revenues primarily from American sponsors.

For all practical purposes, therefore, year ends with 109 stations whose signals are within range of some 27,500,000 U.S. families (about 62% of the nation's total) already using some 15,500,000 TV sets. That doesn't include Canada & Mexico.

Detailed data on all these stations, plus list of the 473 applications for new stations pending before FCC, plus present & proposed allocation tables, digests of station rate cards, tabulations of sets-in-use by areas with market data, TV-radio production figures, directories of TV manufacturers, program syndicates, etc. -- all will be included in our TV Factbook No. 14, which goes into mails to all our full TV service subscribers shortly after Jan. 15, 1952. [Extra copies, $2.50.]

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Our 1952 AM-FM Directory, ready about same time and made available to full subscribers [extra copies $7.50], brings to light these facts about growth of radio:

(a) AM station authorizations totaled 2410 at end of 1951 (2306 licensees, 104 CPs), only 59 more than the 2199 licensees, 152 CP holders at end of 1950. This indicates rate of increase in number of radio stations is at long last slowing down. End of 1950 compared with 2246 total at end of 1949; 2131, end of 1948; 1961, end of 1947; 1579, end of 1946; 1056, end of 1945.

(b) Applications for new AM stations were up to 290 at end of 1951 from 259 end of 1950, but applications for new facilities were down to 172 from 224. Dropped during year were 13 licenses, 20 CPs.

(c) AM stations in other major North American countries didn't change much -- Canada now has 173 (vs. 162 last year), Mexico 298 (276), Cuba 104 (104).

(c) FM grantees totaled 654 at year's end, 640 of them on air. At end of 1950, total was 706, of which 672 were on air. There were 38 FM licenses dropped in 1951, and 28 CPs turned in. FM applications virtually ceased coming in, only 7 now pending. Same trend was apparent at this time last year when only 8 were pending.

RATES ON THE RISE—NETWORK & LOCAL: TV network and station rates are going up again -- despite self-expressed fears in the industry that time-&-talent costs are forcing TV advertising so high that it could price itself out of business (Vol. 7:49). Radio rates pale by comparison, actually are trending downward.

NBC-TV's new rate card, effective Jan. 1, 1952, quotes new Class A time on its affiliates (6-11 p.m.; Sat. & Sun. 1-11 p.m.) at $25 to $500 per hour more than did its preceding rate card of July 1, 1951 -- for an average increase of 9%.

Reasons cited for hikes: more sets-in-use, lower cost-per-thousand viewers.

A sort of 6-month cycle of rate-raising over last few years has kept pace with TV's meteoric rise to well over 15,000,000 sets-in-use (Vol. 7:51). Whither networks lead, the stations follow -- though local rate cards are at lower levels.

How local rates are climbing, too, is clearly manifest as we digest rate cards of all outlets (109 of them, including Matamoros-Brownsville) for next edition of our semi-annual TV Factbook (No. 14) due off presses around Jan. 15. The station that hasn't hiked local rates during last 6 months or so is exception; for typical current examples, see item about NBC-owned stations' new rate cards (Vol. 7:51).

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New NBC-TV rate card shows basic hookup of 41 stations -- "available only as a group" -- plus others that can be added if advertiser desires and if time can be cleared. For Class A hour, it costs advertiser $39,975, whereas the 36 stations on old basic network cost $31,150. All 52 interconnected stations cost $44,700.

The new basic stations added are WNHC-TV, New Haven, at base rate of $900; WOOD-TV, Grand Rapids, $500; KDYL-TV, Salt Lake City, $375; KRON-TV, San Francisco, $1000; KNBH, Los Angeles, $2050.

Heading basic list is network's own WNBT, New York, whose $4000 up to $4500 is highest of all the increases. Philadelphia's WPTZ goes from $1900 to $2100 and Chicago's WNBQ from $2000 to $2200. Most other hikes are smaller, e.g., St. Louis' KSD-TV from $1100 to $1250, Kansas City's WDAF-TV from $700 to $800. (For complete listing of all new NBC-TV station rates, see next page).

Closest rival CBS-TV hasn't yet announced increases, but its rate card has been undergoing gradual overhaul and new one probably will be forthcoming soon, too

-- especially since it serves many of same stations as NBC-TV. Its New York WCBS-TV is still listed at $4000 (as is ABC's WJZ-TV); but Chicago affiliate WBKB is currently quoted at $2000 as against $1600 six months ago; WJBK-TV, Detroit, $1500 vs. $1000; WCAU-TV, Philadelphia, $2000 vs. $1600, etc. ABC-TV is now certain to up rates, too, as will DuMont.

All new network rates are subject to 6-month period of grace. For 5-6 p.m. Mon.-thru-Fri., the networks charge 75% of Class A rates; for all other times, 50%. New NBC rate card introduces new frequency discount formula, designed to encourage year-round use of medium. The 26-week discount is eliminated and there's slight reduction in 39-week (depending on size of period) -- but 52-week contracts get 10% added discount, so that scale now ranges from 15% for once-weekly 15-minute user up to 25% for user of 5 half-hours weekly.

NEW NBC-TV network rates, which go into effect Jan. 1, involve increases in network charges for its 41-station basic hookup to the following base hourly rates (Class A time); for previous rates, see *TV Factbook 13:*

WNBT, New York, $4500; WBZ-TV, Boston, $1750; WNHC-TV, New Haven, $900; WJAR-TV, Providence, $800; WRGB, Schenectady, $825; WKTV, Utica, $400; WSYR-TV, Syracuse, $700; WPTZ, Philadelphia, $2100; WDEL-TV, Wilmington, $525; WBAL-TV, Baltimore. $1100; WNBW, Washington, $975; WTVR, Richmond, $500; WTAR-TV, Norfolk, $500; WGAL-TV, Lancaster, $625; WJAC-TV, Johnstown, $625; WNBK, Cleveland, $1425; WBEN-TV, Buffalo, $1000; WHAM-TV, Rochester, $650; WSPD-TV, Toledo, $725; WWJ-TV, Detroit, $1525; WJIM-TV, Lansing, $475; WOOD-TV, Grand Rapids, $500; WLW-T, Cincinnati, $975; WLW-D, Dayton, $675; WLW-C, Columbus, $725; WSAZ-TV, Huntington, $425; WNBQ, Chicago, $2200; WTMJ, Milwaukee, $1075; KSD-TV, St. Louis, $1225; WMCT, Memphis, $625; WSB-TV, Atlanta, $625; WBRC-TV, Birmingham, $425; WAVE-TV, Louisville, $575; WSM-TV, Nashville, $375; WOC-TV, Davenport, $450; KSTP-TV, Minneapolis, $900; WOW-TV, Omaha, $550; WDAF-TV, Kansas City, $800; KDYL-TV, Salt Lake City, $375; KNBH, Los Angeles, $2050; KRON-TV, San Francisco, $1000.

For interconnected stations individually available, NBC-TV quotes following base rates: WDTV, Pittsburgh, $900; WICU, Erie, $550; WTTV, Bloomington, $200; WKZO-TV, Kalamazoo, $500; WFMY-TV, Greensboro, $450 (effective Feb. 1); WBTV, Charlotte, $500; WMBR-TV, Jacksonville, $400; WFBM-TV, Indianapolis, $800; WNBF-TV, Binghamton, $400 (Jan. 15); WOI-TV, Ames, $400; KFMB-TV, San Diego, $550.

For non-interconnected stations available via film or kine-recordings: WTVJ, Miami, $600; WDSU-TV, New Orleans, $525; KOTV, Tulsa, $500; WKY-TV, Oklahoma City, $600; WFAA-TV, Dallas & WBAP-TV, Fort Worth, $750 (individually at $475); KPRC-TV, Houston, $600; WOAI-TV, San Antonio, $400; XELD-TV, Matamoros, $250; KOB-TV, Albuquerque, $200; KPHO-TV, Phoenix, $300; KING-TV, Seattle, $650 (Feb. 1).

Seven women in TV-radio have been given first annual *McCall's* awards for outstanding community service: Elizabeth E. Marshall, Chicago Board of Education (top award for programs on WBEZ, WIND and WJJD); Kit Fox, WLW, Cincinnati; Sister Mary St. Clara, WKBB, Dubuque, Ia.; Edythe J. Mesrand, WOR, New York; Bee Baxter, KSOO, Sioux Falls, S. D.; Helen Faith Keane, WABD, New York; Dorothy Gordon, WQXR, New York.

The $100,000 sale of WCOL (AM & FM), Columbus, to Secretary of Commerce Charles Sawyer and family (owners of WING, Dayton, and WIZE, Springfield) was approved by FCC this week, Comr. Jones dissenting but issuing no opinion.

Personal Notes: Edward Kletter, ex-president of Product Advertising Corp. and v.p. of United Cigar-Whelan Stores Corp., appointed head of DuMont Network's merchandising & business development dept., newly set up to create and administer merchandising and point-of-sales promotion for sponsors . . . A. A. (Abe) Schechter rejoins NBC Jan. 1 as a general executive for TV, resigning as v.p. of Crowell-Collier Publishing Co. He left NBC in 1942 to join Army, was news & special events v.p. of Mutual after return. First NBC-TV chore will be supervision of 7-9 a.m. Dave Garroway show *Today* . . . Robert B. Hanna Jr., of GE's WRGB, WGY & WGFM, promoted to mgr. of GE's newly established broadcasting stations dept. . . . George W. Clark has resigned as Chicago mgr., John E. Pearson Co., to set up own rep firm to be known as George W. Clark Inc., 333 N. Michigan Ave., Chicago . . . Fred Brokaw has returned to Paul H. Raymer Co. as executive v.p. for radio, headquartering at N. Y. office . . . Harold Fellows, NARTB president, named chairman of new Commission on Mass Communications formed by National Conference of Christians & Jews . . . Donald W. Thornburgh, president of WCAU & WCAU-TV, Philadelphia, one of 8 radio-advertising executives cited by Big Brothers of America for public-service awards . . . Rodney Erickson, TV-radio mgr., Young & Rubicam, appointed chairman of national TV committee of 1952 Heart Fund drive headed by Bruce Barton; Thomas M. McDonnell, radio director, Foote, Cone & Belding, heads radio committee . . . Dr. Franklin Dunham, chief of radio & TV for U. S. Office of Education, awarded 1951 Award of the School Broadcast Conference "for meritorious service to educational radio and television" . . . Robert B. Hoag, ex-gen. sales mgr., KXNT, Los Angeles, transferred to CBS-TV Spot Sales, N. Y. . . . Fred Albin, recording engineer of KECA-TV, Los Angeles, elected president of Society of Television Engineers . . . Donald K. deNeuf succeeds Michael R. Hanna as gen. mgr. of Rural Radio Network to enable Mr. Hanna to devote fulltime to managership of WHCU, Ithaca, N. Y. . . . Robert L. Coe, ex-mgr. of KSD-TV & WPIX, appointed mgr., DuMont station relations dept., under direction Elmore B. Lyford . . . Warren Jennings, onetime WLW Eastern sales mgr., promoted to ABC-radio national spot sales mgr. . . . Dwight E. Rorer leaves Washington law firm of Dow, Lohnes & Albertson Jan. 1 to set up practice at 530 Washington Bldg., phone Republic 0727, continuing as member of Grant, Exselsen & Rorer, New York firm dealing primarily in inter-American corporate work . . . Bernard Koteen on Jan. 1 establishes own Washington practice at 536 Wyatt Bldg., phone Metropolitan 5711, leaving Cohn & Marks.

Duplication of magnetic tape at rate of 9 half-hour copies in 11 minutes is claim made for new machine developed by L. S. Toogood Recording Co., 221 N. LaSalle St., Chicago, and Rawdon Smith Associates Inc., 1710 Rhode Island Ave. NW, Washington.

Station Accounts: Marshall Field, big Chicago dept. store, dropping its thrice-weekly *Uncle Mistletoe* puppet show for children in favor of *Pace of Chicago*, starting Jan. 10, Thu. 9:30-10 p.m. on WBKB, said to be most elaborate and most expensive TV production yet put on locally. Show will be devoted to Chicago and its people, with "Editor Caleb" tying its segments together, including orchestra, dramatic vignettes, name stars, chorus, etc.; it uses 25-30 people, is budgeted at $5000-$10,000 per week, written by Douglas Johnson, author of *Hawkins Falls* and some of *Studs' Place* stories . . . **California Machinists Non-Partisan Political League**, offshoot of AFL's International Assn. of Machinists, Jan. 11 starts 52-week series titled *Without Fear*, devoted to public affairs and good citizenship, on KTTV, Los Angeles, Fri. 8:30-9 p.m.; kine-recordings will then be placed on KFMB-TV, San Diego, Mon. 10-10:30 p.m., and KGO-TV, San Francisco, Tue. 9:30-10 p.m., thru Leonard Shane Agency, L. A. . . . **Marlon Confections Corp.**, thru Zlowe Co., New York, becomes second quarter-hour sponsor of *Roller Derby* on WCBS-TV, New York, starting Jan. 5, Sat. 4-5 p.m.; first sponsor signed was **Philip Morris**, thru Biow Co. . . . **Landers, Frary & Clark**, whose Universal appliances line now includes "Jet 99" vacuum cleaner, will introduce that item with $1,000,000 national ad campaign, plus cooperative advertising, starting in March and including TV-radio, thru Goold & Tierney Inc., N. Y. . . . **Insurance Co. of North America** sponsored company choir Dec. 24, 9:30-10 a.m. for second year on WPTZ, Philadelphia, thru N. W. Ayer . . . **Minneapolis Brewing Co.** (Golden Grain Beer) quitting long-standing *Friendly Fred* disc show on WCCO to go on TV . . . **National Peanut Council**, Washington, furnishing dealer aids for National Peanut Week, Feb. 3-9, with TV-radio included in plans . . . Among other advertisers reported using or preparing to use TV: **Pacific Citrus Products Co.** (Hawaiian Punch), thru Atherton Adv., Los Angeles (KNXT); **Mentholatum Co.** (cold remedy), thru J. Walter Thompson Co., N. Y. (KNXT); **F. Schumacher & Co.** (Glosheen, Etruscan cloth), thru Lawrence Boles Hicks Inc., N. Y.; **Regina Cigar Co. Inc.** (Hillcrest, Sobo cigars), thru Gresh & Kramer Adv., Philadelphia; **Swift Homes Inc.** (factory-built homes), direct; **Marble Institute of America**, thru Moore & Beckham Inc., Greenwich, Conn.; **James Lees & Sons** (carpets & knitting yarns), thru D'Arcy.

Network Accounts: TV's ability to draw new sponsors is indicated in CBS-TV year-end statement pointing out that of 55 companies placing new business with network during year these 39 were newcomers to the network: American Home Products, duPont, General Cigar, Schick, Aluminum Corp., Ekco Products, Johnson & Johnson, Pearson Pharmacal, Susquehanna Waist Co., Waring Products, Schlitz, Best Foods, Burkart Mfg. Co., Ronson, Standard Brands, Bonafide Mills, Blatz, Hudson Pulp & Paper, National Dairy Products, Brown Shoe, Quaker Oats, Atlantis Sales, Lehn & Fink, Coro Inc., Consider H. Willett Inc., Hall Brothers, Curtis Circulation Co., Falstaff Brewing Corp., Goodall Fabrics, Grove Laboratories, Kenwill Corp., Landers, Frary & Clark Inc., Marlene's, Newsweek, Norwich Pharmacal, Paas Dye Works, Time Inc., Wamsutta Mills, Lambert Pharmacal . . . **Bristol-Myers Co.** (Vitalis, Ipana, Mum, Sal Hepatica) Jan. 13 moves *Break the Bank* from NBC-TV to CBS-TV, Sun. 9:30-10, thru Doherty, Clifford & Shenfield, N. Y.

American Tobacco Co. cancellation of some $1,000,000 worth of spots on NBC-TV, CBS-TV & ABC-TV (all immediately gobbled up by waiting sponsors) explained as due to (1) Lucky Strike's declining position among the name brands, and (2) company's plans to spend more TV budget on new *Meet the Champ* show, amateur servicemens' boxing bouts, due to start Jan. 3 on ABC-TV, Thu. 9:30.

Network TV-Radio Billings

November 1951 and January-November 1951

(For October report, see *Television Digest*, Vol. 7:48)

NETWORK TV BILLINGS will go well over $125,000,000 for 1951, judging from 11-month total of $113,834,346 reported by Publishers Information Bureau. November TV billings were slightly under October's, according to monthly tabulation and somewhat under network radio billings for November, though both NBC and CBS now show network TV billings in excess of network radio. NBC-TV & CBS-TV dropped from November peaks, however, ABC-TV and DuMont showing slight increases.

TV's big upsurge, radio's slight downsurge, are indicated by fact $113,834,346 billings for TV's first 11 months compare with $33,900,910 for same 1950 period; $160,099,546 billings for radio's first 11 months compare with $167,685,906 for same 1950 period. Detailed PIB figures:

NETWORK TELEVISION

	November 1951	November 1950	Jan.-Nov. 1951	Jan.-Nov. 1950
NBC	$ 6,555,205	$ 3,070,010	$ 52,670,473	$ 17,910,935
CBS	4,605,506	2,215,744	37,734,476	10,659,929
ABC	1,911,243	1,243,549	16,605,766	5,330,046
DuMont	847,373	*	6,823,631	*
Total	$13,919,327	$ 6,529,303	$113,834,346	$ 33,900,910

NETWORK RADIO

CBS	$ 5,257,454	$ 6,455,478	$ 63,506,265	$ 64,200,179
NBC	4,315,646	5,040,404	49,980,710	56,333,806
ABC	3,220,760	2,940,967	30,408,627	32,372,337
MBS	1,583,291	1,357,529	16,203,944	14,779,584
Total	$14,377,151	$15,794,378	$160,099,546	$167,685,906

* Figures for 1950 not available.

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Following are network TV and radio figures for January thru November, including revisions of previously reported PIB figures:

NETWORK TELEVISION

1951	ABC	CBS	DuM	NBC	Total
Jan.	$1,328,719	$2,601,165	$ 435,527	$4,187,222	$ 8,552,633
Feb.	1,254,851	2,600,339	406,079	3,949,360	8,210,629
March	1,539,470	2,993,902	457,811	4,654,063	9,645,245
April	1,432,319	2,906,891	574,025	4,758,309	9,671,544
May	1,385,901	3,066,249	622,646	4,946,338	10,021,134
June	1,437,593	2,900,782	564,478	4,244,240	9,147,093
July	1,351,168	3,434,659	645,359	3,477,952	8,909,138
Aug.	1,444,593	3,734,551	763,071	3,359,856	9,302,071
Sept.	1,622,482	4,159,213	738,578	5,405,243	11,925,516
Oct.	1,897,427	4,731,219	768,684	7,132,685	14,530,015
Nov.	1,911,243	4,605,506	847,373	6,555,205	13,919,327
Total	$16,605,766	$37,734,476	$6,823,631	$52,670,473	$113,834,346

NETWORK RADIO

1951	ABC	CBS	MBS	NBC	Total
Jan.	$3,099,418	$6,833,626	$1,542,887	$5,215,947	$16,691,878
Feb.	2,702,721	6,097,737	1,426,705	4,731,626	14,958,789
March	2,891,339	6,793,966	1,648,006	5,085,636	16,418,947
April	2,980,183	6,487,717	1,539,801	4,897,882	15,905,583
May	2,991,227	6,745,098	1,510,818	5,329,752	16,576,895
June	2,720,268	6,201,963	1,191,691	4,739,193	14,853,115
July	2,267,674	4,387,193	1,347,841	3,728,687	11,731,395
Aug.	2,210,352	4,440,261	1,329,375	3,808,906	11,788,894
Sept.	2,165,971	4,645,527	1,324,061	3,713,235	11,848,794
Oct.	3,158,714	5,615,723	1,759,468	4,414,200	14,948,105
Nov.	3,220,760	5,257,454	1,583,291	4,315,646	14,377,151
Total	$30,408,627	$63,506,265	$16,203,944	$49,980,710	$160,099,546

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by PIB on basis of one-time network rates, or before frequency or cash discounts. Therefore, in terms of dollars actually paid to networks they may be inflated by as much as 40%. Figures are accepted by networks themselves, however, and by the industry generally, as satifactory index of comparisons and trends.

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Canadian Broadcasting Corp. gets grant of $4,750,000 to cover current deficit, plus appropriation of $6,250,000 a year for next 4 years, under budget approved by Parliament. This income augments the nearly $6,000,000 derived annually from $2.50 radio-set tax and about $2,000,000 from CBC commercial time sales—presumably will also hasten completion of CBC's now-building Toronto & Montreal TV outlets, now promised by "mid-summer."

NO SHORT-TERM predictions from NBC president Joseph H. McConnell in his year-end statement; rather, he prefers to make them for the long range, and this he opines is prospect for 1955:

(a) Enough new TV stations on the air so that "Milton Berle may very well reach Broken Bow, Okla."; (b) 28,000,000 American homes with TV sets, accommodating audience of 84,000,000, or more than half the population; (c) 4100 TV-equipped theatres, serving 4,300,000 viewers; (d) total national advertising budget of $8 billion, of which $1 billion will go to TV; (e) compatible color TV, backed by solid support of TV industry.

As if to footnote McConnell statement, NBC-TV sales research mgr. Robert W. McFadyen, speaking this week before Boston meeting of American Marketing Assn., said American advertisers are already spending at rate of $450,000,000 annually on TV advertising; that 75 of the 100 largest national advertisers are sponsoring network TV, Procter & Gamble alone spending more than $10,000,000 this year; that TVs are owned by at least 51% of families in 25 top markets and by one out of every 3 homes in U. S.; and that average TV family's income is $4490 vs. non-TV family's $3846.

No worrier about impact of TV, *Broadcasting Magazine*, authoritative spokesman of the radio broadcasting industry, says AM stations in both TV and non-TV markets expect their total billings to increase in 1952 and forecasts, on basis of own survey, that average increase for all AM next year will be 12.65%. In non-TV markets, it says, AM stations expect local billings to go up average of 12.79%, national spot up 13.7%, network down 6.82%. In TV markets, AM stations expect local billings to go up average of 15%, national spot up 9.55%, network down 5.6%. *Broadcasting* reports most advertisers will maintain and some will expand 1952 radio budgets, with "only slight evidence of declining spending in radio"; of agencies surveyed, 58% will increase radio spending, 29% stick to 1951 levels, 13% cut back somewhat. "Economy and size" is radio's great competitive pitch, says periodical, which estimates 1951 network TV billings will come to $129,000,000, or about 185% higher than 1950, and that average TV station will do 50% more business in 1952 than 1951.

Doleful tale of network radio slump is related by radio editor George Rosen in Dec. 26 *Variety*, reporting networks "make no bones over the fact that they're something more than distressed over their inability to lure fresh sponsorship coin." Currently, a renewal of network radio show, says Rosen, "is almost a cause for jubilation" and attempts to peddle new shows or bring in new clients are "adding up to zero" despite many formulas and merchandising schemes. Recalling that NBC is on record as expecting to lose $1,000,000 on radio in 1952, while it undertakes to revamp radio's economic pattern to meet inroads of TV, editor Rosen relates: "But the fact remains that NBC, like CBS, ABC and the others, is alarmed over the failure of the agencies and the advertisers to respond to their gimmicked-up sales merchandising patterns."

School work is generally unaffected by TV, according to survey conducted by Xavier U, Cincinnati, under grant by Crosley Broadcasting Corp. Study conducted among nearly 1000 Cincinnati children emphasized, however, that bad viewing habits could hurt school achievement. Other conclusions: (1) "poorer TV habits, lower IQs, lower parental control and poorer school achievement tend to be found in the same child"; (2) more time was spent watching TV than in school (30 hours vs. 25 weekly); (3) most popular show was Milton Berle, westerns next; (4) mystery-crime programs were liked best by lower-IQ children.

Telecasting Notes: NBC-TV scored smash hit among viewers who are opera lovers with Christmas Eve presentation, under sponsorship of Hallmark greeting cards, of first opera written expressly for TV—Gian-Carlo Menotti's *Amahl and the Night Visitors* (in English). Carried on 35 stations, kinescoped for others, it won acclaim of music and TV-radio critics, probably will get repeat performance, though next in Samuel Chotzinoff's *NBC Television Opera Theatre* series is Tchaikovsky's *Pique Dame*, Thu., Jan. 3, 11-midnight, which like first 2 in series will be sustaining . . . *New York Times* music critic Olin Downes went overboard for Christmas show, wrote: "It may be said at once that if nothing else had been accomplished by this work, TV, operatically speaking, has come of age. [It] must be considered as a historic event in the rapidly evolving art of TV" . . . Sen. Wm. Benton's Muzak Inc. (Vol. 7:51), through subsidiary Associated Program Service, radio transcription library headed by Maurice B. Mitchell, is contemplating entry into TV-film field, starting with syndication of Encyclopedia Britannica Films, also a division of Muzak and specializing in 16mm educational features . . . TV camera "looked in" on Dec. 22 parley of food handlers' union, employers and State conciliators in what KTTV, Los Angeles, claims is first telecast in which general public could "sit in" on labor negotiations to head off threatened strike; station gave it full Sat. 9-10 p.m. period . . . Schlitz will have *Autobiography of Grandma Moses* as feature of its *Playhouse of Stars* on CBS-TV Feb. 29, or only 2 days after Harpers publishes book; Helen Hayes will star, sponsor paying $2500 for TV rights . . . U. S. Olympic Committee has obtained exclusive rights for TV films of 1952 Olympics in Helsinki, Finland, is offering them for sale to highest bidder, plans also to sell TV-radio rights to Los Angeles tryouts in June and thereby gain part of $850,000 budget needed to send them to games . . . CBS gave Xmas bonus of week's pay to staff not covered by union contracts; NBC handed out 5% to all earning $7500 or less . . . H-R Representatives Inc., already handling WNAC-TV, Boston, appointed national rep for Yankee Network and its radio stations . . . Katz Agency takes over representation of KEYL, San Antonio, now Storer-owned, as of Feb. 1, 1952.

National Association of Amusement Parks, Pools & Beaches considering this plan, attributed to Westinghouse sales promotion manager Fred S. McCarthy, whereby they can draw people out of homes next summer: "TV theaters" to be installed in parks, consisting of 24-in. receiver, 40-50 seats, setup to be installed and serviced at $2700. Idea is to get people to patronize parks, catch their favorite TV shows or get acquainted with TV if they don't have sets; also, to permit parents to rest-and-look while moppets enjoy the other attractions.

To avoid excessive eye fatigue, TV receiver should be placed either at or slightly below eye level and children should be kept at least 6 ft. away, Dr. Abraham S. Walfish, TV committee chairman, told New York State Optometric Assn. recently. He also reported that when children sit too close to TV screen there is tendency to develop nearsightedness, or where defects already exist, "they become more manifest." He repeated assurances of other eye specialists, however, that TV does not cause eye defects.

New "ultra low loss" uhf coaxial transmission line is described in 5-page technical article by O. O. Fiet in RCA's Sept.-Oct. *Broadcast News*. He uses graphs, formulas, etc., to define performance of MI-19089 line (3⅛-in.), says experiments with 6⅛-in. line have been encouraging. Earlier this year (Vol. 7:18), FCC was so concerned about losses in long uhf lines (70%-80% for 1200 ft. at 890 mc) that it asked all transmission line manufacturers what can be done about it.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 1755
Trade Report
December 29, 1951

TV TRADE FACTORS AT YEAR'S END: Few believe that the Crosley & Magnavox price cuts this week and lower prices quoted by Motorola on its new line (see Topics & Trends) betoken general trend. Nor are many people in the trade much surprised that predicted end-of-year set shortages didn't materialize.

General industry feeling is that prices have firmed since fall-winter trade pulled down mid-summer inventories from dangerous peaks, and that changes, if any, will be upward in view of rising costs of materials and labor. Some items may be reduced due to engineering refinements and conservation methods -- but general opinion is that these will be exceptions.

As for set shortages, depletion of inventories hasn't been so great as to make it hard to get sets for customers yet, though some manufacturers claim certain models are in consistently short supply and a few big ones say they're selling every set they can turn out.

The 1952 shortage picture, if any, depends on: (a) size of inventory in all pipelines as New Year begins, which can only be guessed at this writing but which, on basis of end-of-October figures (Vol. 7:49), isn't likely to go much below the 1,000,000 mark; (b) production rate permitted by govt. materials controls during the New Year--nobody expecting 1952 can come up to this year's apparent total 5,300,000; (c) continued popular demand for receivers, with outlook good in light of much-improved programs and further extensions of network service in latter 1952.

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No RTMA weekly production figures were released this week, so output totals of 5,171,437 TVs and 12,337,114 radios for 50 weeks up to Dec. 14 are latest on tap (Vol. 7:51) -- expected to come to near round 5,300,000 & 13,000,000 when count for last 2 weeks is made available. Year-end statements from trade tycoons were notable for their unusual caution this season, very few of them offering much more than reviews and rehashes of 1951 accomplishments.

From Research Institute of America's executive policy letter, we think the following paragraphs are worth quoting because of the unusual care with which this group (Leo Cherne, Leon Henderson, et al) tackles economic questions:

"Consumer buying," it reports after noting that "less gadgets and more guns more quickly" will underlie all govt. policy relating to civilian output, "is likely to run about 4% over last year. Retail sales could easily jump 8-10% if price resistance declines. And that may happen as new shortages become visible this spring ...and as consumer expectation of lower prices shifts to an acceptance of high tags ...'No sense waiting any more...might as well buy now.'

"The firming of many prices in durable lines, including TV, may have this effect even before shortages appear at retail levels.

"An obvious caution for retailers is that comparisons with 1951 will be misleading because of the distorted pattern this year."

MANY OFF FOR CHICAGO MARTS, JAN. 7-18: About usual number of TV-radio manufacturers will display their wares, some of them new, at Chicago's big winter furniture markets, Jan. 7-18. And usual number of concurrent conventions and private hotel and display room showings will be held during and around those dates -- notably Admiral's at the Drake, Jan. 3-5, Philco's at Palmer House, Jan. 4-5.

Big American Furniture Mart on Lake Shore Drive lists 13 TV-radio producers who have reserved space among the scores of housefurnishings manufacturers, namely: Admiral, Arvin, Belmont (Raytheon), Bendix, DuMont, Hallicrafters, Jackson Industries, Motorola, Olympic, Philco, RCA Victor, Sparton, Westinghouse.

At the Merchandise Mart, these will display: General Electric, Magnavox, Crosley, Capehart-Farnsworth, Murphy Radio Ltd., Telequip. Besides other Chicago

showings previously reported, Tele-tone announces display in Blackstone Hotel, starting Jan. 7; Hallicrafters in Drake, Jan. 10-12; National Electronics Mfg. Co., with new 'Natalie Kalmus' line, at 520 No. Dearborn St.; Meck, 1020 No. Rush St.

Western Winter Market in San Francisco has been set for Feb. 4-8, with TV and radio much in evidence among the scores of merchandisers planning to display.

Topics & Trends of TV Trade: Never one to underestimate, or to hide the industry's lights under the proverbial bushel, veteran editor O. H. Caldwell arrives at staggering total of $4,918,500,000 as "annual bill of U. S. for radio-TV." In January *Tele-Tech*, he figures it this way: 1951 sale of 5,600,000 TV receivers at retail, $2.1 billion; 13,500,000 radios at retail, $675,000,000; electricity, batteries, etc., to operate 119,000,000 radio & TV receivers, $400,000,000; 186,000,000 phonograph records at retail, $200,000,000; sale of time by broadcasters, $565,000,000; talent costs, $150,000,000. To this are added these sums for servicing & installation: 84,000,000 replacement receiving tubes, $141,000,000; 750,000 replacement TV picture tubes, $37,500,000; TV-radio component parts, antennas, accessories, $300,000,000; labor, $350,000,000.

U. S. homes with radios, according to Dr. Caldwell, total 45,850,000; secondary sets in such homes, 30,400,000; sets in business places, institutions, etc., 6,000,000; auto radios, 21,000,000; TV sets, 15,750,000—total 119,000,000 as compared to 99,000,000 in all rest of world.

During 1951, some 19,000,000 radio batteries were sold for $50,000,000 retail, according to *Tele-Tech;* 175,000 home recorders (wire, tape, disc) for $31,500,000; 4,000,000 phonographs, no value stated.

Investment in all the world's 218 million radio & TV sets is calculated at phenomenal total of $10 billion; in broadcasting stations, $175,000,000; in commercial communications stations, $100,000,000. Some 1600 TV, radio and parts manufacturers are said to represent total investment of $200,000,000, enjoying annual gross revenue of $3 billion, and employing 275,000 persons on annual payroll of $550,000,000. Distributors, dealers, etc., were said to have investment of $500,000,000, do gross of $3 billion, employ 200,000 on payroll of $650,000,000.

And Dr. Caldwell sees 1952 output of the industry reaching peak of $5.5 billion, made up of $4 billion military, $1.5 billion civilian products—whereas 1944-45 final war year output was $4.6 billion, including that of plants not normally engaged in radio manufacture.

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TV manufacturers can't force customers to pay more for warranties on new sets, even if warranty covers longer period. OBS chief counsel Harold Leventhal issued this interpretation at week's end. Interpretation says that manufacturers who extend the period of compulsory warranties, and then charge more for the warranty than they did during Dec. 19-Jan. 25, 1951 base period, violate General Ceiling Price Regulation. But OPS says manufacturers can offer longer warranties at higher cost if they give customers the choice of buying the longer warranty or doing without it. A manufacturer, said Mr. Leventhal, can't require customers to buy longer warranty at higher price even if he reduces the price of the set by the amount of the increase or more.

Admiral-Norge negotiations have been terminated "because of failure to reach satisfactory agreements," Borg-Warner Corp. announced at week's end (Vol. 7:48, 51). Borg-Warner presumably still is anxious to divest itself of Norge Div. and it's anticipated there'll be talks with other TV manufacturers looking toward sale of the big appliance firm.

RTMA moved Dec. 29 into enlarged quarters in Washington's new Wyatt Bldg., 14th St. & New York Ave. NW; new phone number: National 3902.

Motorola's new 19-set line, introduced during Dec. 29 sponsorship of East-West pro football game on DuMont (Vol. 7:51), runs $30-$125 under previous line, features "revolutionary simplified chassis" with fewer tubes and other components, "area selector switch" for fringe reception, provision for addition of uhf. Line starts with 14-in. portable and 17-in. plastic table at $200 (prices rounded out). Other 17-in. are wood table at $220, blonde $240; walnut open-face console $250, mahogany $260, blonde $280; combination $400, blonde $430. The 20-in. are two leatherette tables at $250, wood $280, blonde $300; open console $300, blonde $320; half-door console $340, blonde $360; combination $575, blonde $600.

Crosley reduced prices as of Dec. 26 on 10 consoles, cuts ranging from $20 to $60 on basis of Sept. 12 prices, actually $140 to $190 on basis of originally posted prices. Two 16-in. rounds were cut from $280 to $230 & $300 to $250, respectively; two 16-in. rectangulars, from $320 to $260 & $340 to $280; four 17-in. rectangulars, from $290 to $270, $310 to $290, $350 to $320 & $370 to $340; three 20-in. rectangulars, 2 models from $380 to $350 & one from $400 to $370.

Magnavox reduced seven 20-in. consoles by $24.50 to $40 on Dec. 26, also extended its June-December guarantee on prices to run to April 1. Cuts were made to meet competition, and included *Chippendale, Modern Theatre & Berkley* models reduced from $450 to $395; *Hepplewhite,* from $419.50 to $395; *Shoreham,* from $395 to $369.50; *Cosmopolitan* in mahogany, from $359.50 to $319.50; *Cosmopolitan* in oak, from $369.50 to $329.50.

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Merchandising Notes: Latest Regulation W amendment provides that maximum loan for purchase of TV set shall be no more than specified percentage (unchanged at 85%) of cash price and never more than that percentage of ceiling price . . . **Sylvania** district distributors' meetings scheduled as follows: Jan. 4-5, Arlington Hotel, Hot Springs, Ark.; Jan. 8-9, Greenbrier, White Sulphur Springs, W. Va.; Jan. 12-13, Roosevelt Hotel, New Orleans; Jan. 17-18, Shadow Mountain Lodge, Palm Springs, Cal. . . . **Arvin closed down** Columbus, Ind., plant Dec. 21 for Christmas holidays and inventory-taking, resumes production Jan. 7; district sales managers held meeting at plant Dec. 27-28 . . . **"Philco TV Film Commercial Clip Service"**, now being offered to distributors for local advertising on TV, comprises "makeup books" of film openings, closings, animations etc., will be issued regularly at $60 per issue.

Exclusive-dealer TV-appliance franchise policy, common in radio-appliance industry before war, has been started again by Crosley. Firm will offer special promotional and merchandising aids to dealers, and guarantee against indiscriminate granting of franchises. Lloyd Dopkins, gen. mgr. of Crosley Distributing Corp., says company isn't seeking new dealers but is concentrating on inducing present retailers to drop other lines.

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Eight-transmitter mobile communications center for civil defense, housed in 23x8-ft. truck, was delivered to City of Philadelphia this week by RCA. Unit has 10-kw power supply, public address system, connections for phone and power lines, 16 phones, facilities to communicate with police, firemen, amateurs, planes, TV & radio stations.

Trade Personals: Dr. Ralph Bown, Bell Laboratories director of research, ex-IRE president and holder of its Medal of Honor, named v.p. in charge of research of Bell Labs; William H. Doherty named director of research in electrical communications; Dr. H. T. Friis, director of research in high frequency & electronics; Dr. James B. Fisk, director of research in physical sciences . . . Douglas Y. Smith promoted to mgr. of sales operations, RCA tube dept., Earl M. Wood, mgr. of manufacturing, succeeding him as Lancaster plant mgr. . . . William M. Lana, ex-Air Force engineering officer, named head of new office of Sprague Electric Co. at 3 E. Second St., Dayton, O. . . . Walter Ostman, Philco division mgr. at San Francisco, named gen. mgr. of its newly established factory distributor branch in Los Angeles, succeeded in San Francisco by Harper Dowell . . . William F. Carolan, ex-E. B. Lathan Co., New York electrical distributors, named gen. sales mgr. of RCA Victor's newly created air conditioning dept. in Camden . . . William W. Paul, treasurer, elected v.p., Radio Condenser Co. . . . Charles G. Gilman, ex-Allied Screw Machine Co., new controller of Radio Craftsmen Inc., Chicago . . . Lawrence LeKashman now v.p., Electro-Voice Inc., Buchanan, Mich. . . . Ernest Marx, DuMont gen. sales mgr., returned Dec. 28 from 5-week trip to line up distributors in Latin America.

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Copper, nickel, cobalt, tin, lead, zinc—these metals are in tighter supply today than they were 2 months ago; level of supply of most other raw materials appears to have stabilized, at least for time being. That's crux of DPA's fourth bi-monthly *List of Basic Materials & Alternates*, issued Dec. 28. Publication comments: "Among the nonferrous metals, copper continues to be the most critical, with little relief expected . . . Cadmium shortage, however, is easing . . . Steel production has reached new heights. [But] during the next 3 or 4 months steel will face its most serious scrap shortage in history. Only greatly stepped-up scrap collections can prevent a serious loss of steel production." Materials list can be obtained from Commerce Dept. field offices.

Appointment of Clay P. Bedford as military production czar, and naming of William L. Campbell as DPA deputy administrator for production, are steps in small-scale reorganization of mobilization program to meet Congressional criticism (Vol. 7:48). Mr. Bedford, executive v.p. of Kaiser-Frazer, becomes special asst. to the Secy. of Defense with title of Expediter of Military Production. He previously served as deputy DPA administrator. His successor, Mr. Campbell, is v.p. of Food Machinery & Chemical Corp., San Jose, Cal. Mr. Bedford has been prominently mentioned as successor to DPA-NPA chief Manly Fleischmann, who has announced he intends to leave Govt. next spring.

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One small branch of electronics industry which felt no 1951 trade slump is group of manufacturers making high-fidelity home radio-phono components, reports Dec. 26 *Wall Street Journal*. Dealers in custom sound systems report 1951 sales double those of 1950, which in turn were well above previous years, says article. It lists these high-quality-amplifier manufacturers as enjoying unprecedented demand for their products: Brook Electronics Inc., Elizabeth, N. J.; McIntosh Laboratory Inc., Binghamton, N. Y.; Altec Lansing Corp., Beverly Hills, Cal.; Bell Sound Systems Inc., Columbus, O.; David Bogen Co., New York; Waveforms Inc., New York; Radio Craftsmen Inc., Chicago; Hermon Hosmer Scott Inc., Cambridge, Mass.; Newcomb Audio Products Co., Hollywood, Cal.

Plans for FM promotion (Vol. 7:46,50) in North Carolina, agreed upon in manufacturer-broadcaster meeting Dec. 27 in Charlotte, include: (1) Manufacturers' preparation of dealer displays, spot announcements, press releases, direct mail campaign. (2) Broadcasters' offer of 10 or more free industry spots daily per station, free mention of local dealers' FM demonstrations, special programming, promotional newspaper ads. Campaign starts Jan. 21; promotion in Wisconsin begins Feb. 4, in District of Columbia March 1. *New York Times* TV-radio editor Jack Gould devoted Dec. 28 column to FM, noted varied FM fare in New York, ventured: "With TV set sales having subsided in recent months, apparently there is at least an even chance of the FM field enjoying more attention."

Some 50,000 color sets with Lawrence tri-color tubes could be made annually by Chromatic TV Labs, says Paul Raibourn, v.p. of Paramount Pictures, which is 50% owner of Chromatic. "What we can't understand," he says, "is why NPA's color order differs so much from what was agreed upon during the conference with Wilson. It looks like they're trying to keep color sets off the market, rather than trying to save materials. We'd like to make some sets and see how they go." He reports that Chromatic has turned out several versions of tube—"none perfect yet"—could get into mass production in 3 months if given NPA go-ahead.

Among 50 American scientists of last half-century, selected by *Popular Mechanics* for its Golden Anniversary January issue, are these contributors to TV-radio: Edwin H. Armstrong, Lee deForest, Vladimir Zworykin. Also included are such contributors to electronic theory and allied fields as Irving Langmuir, Ernest O. Lawrence, Robert A. Millikan, Nicola Tesla. Issue includes article "Dawn of the Electronic Age" by deForest who sketches growth of electronics, ventures transistor may supplement but never supplant vacuum tube, decries such developments as transit radio, castigates FCC for approving field-sequential color, peers into a future of electronic home heating, electronic plant-growth stimulation, etc.

TV transmissions via light waves, instead of electromagnetic, should be ready for point-to-point use in 2 years, home reception in 5—according to Dr. Allen B. DuMont, with whom light-wave idea has been a favorite project for years. In recent interview with AP's Wayne Oliver, he ventured that "Photovision" stations could be built for $2000-$5000 and serve 4-5 mile radius, using light beams penetrating clouds and fog. Receivers for light reception would take about half number of parts in present sets, he said. "It's only recently that I've been confident that we'll have Photovision," Dr. DuMont observed.

New director of naval communications is Rear Admiral William B. Ammon, who was deputy director before assuming command of a Pacific destroyer flotilla early this year. Admiral Ammon succeeds acting director Capt. W. B. Goulett who has served in post since Sept. 1, when Rear Admiral John R. Redman left to direct communications-electronics for Joint Chiefs of Staff (Vol. 7:34).

Bound and Indexed

We're planning to index and bind, between embossed book covers, in limited quantity, all 1951 issues of the *Television Digest* Newsletters plus the year's Supplements and TV Factbooks. This volume of 52 Newsletters, Supplements, Factbooks and Index will provide a handy and handsome permanent reference. Orders will be taken only until Jan. 5. Price, $25 per volume.

SPONSORSHIP of political conventions, election night returns and 13-week pre-election "get-out-the-vote" series—possibly largest single sale ever made by a network to a sponsor—was announced at week's end by Westinghouse and CBS. Entire TV-radio package will cost Westinghouse some $3,000,000, including promotion, was placed through Ketchum, McLeod & Grove, Pittsburgh.

While both political parties insist they have made no "definite" decisions on sponsorship of their nominating conventions, CBS says both Democratic and GOP National Committees have approved Westinghouse deal, and neither party will receive any fee. Details and time clearances are yet to be worked out, but CBS hopes to clear time on 50 TV stations for the political series.

Other TV networks haven't announced presidential campaign plans yet, but it's assumed all 4 will cover conventions—probably with their own sponsors. Westinghouse-CBS elections plans include:

(1) Coverage of July 7 GOP and July 21 Democratic conventions in Chicago's International Amphitheatre, with convention floor proceedings simulcast, human interest angles and sidelights handled separately for TV & radio. Minimum of 20 hours coverage is planned for each convention, using CBS staff of 200, including such top names as Edward R. Murrow, Lowell Thomas, Robert Trout, Douglas Edwards, Don Hollenbeck, etc. Background programs will be presented over TV & radio Sunday evening preceding conventions.

(2) Non-partisan political series giving equal time to candidates and speakers from both major parties, beginning in August and ending election eve. Programs will probably be weekly half-hour simulcasts.

(3) Election night returns Nov. 4 from 9 p.m. until trend is evident.

One of heaviest users of TV, Westinghouse sponsors high-budgeted *Studio One* on CBS-TV at estimated annual cost of $2,300,000 (Vol. 7:20) and this fall presented NCAA college football schedule on NBC-TV at about $2,000,000 (Vol. 7:36)—both figures including promotion.

TV's impact on movie attendance is on wane, will continue to decline during 1952 and as long as materials shortages hamstring receiver production. That's forecast by Paul Raibourn, Paramount Pictures v.p. and head of its KTLA, Los Angeles, in Dec. 26 *Film Daily* interview. He reasons that it's the novelty effect of a new TV in the home that hurts film attendance worst; after novelty wears off, set owners go back to the movies. With drastically curtailed set production, there'll be far fewer new TV homes. At same time, he adds, Hollywood studios will get more revenue from TV as production of films for TV becomes "more and more of a factor."

Three applications filed with FCC this week brought total pending to 473, of which 26 are uhf. Single uhf was from KWCO, Chickasha, Okla., for Channel No. 25 in Oklahoma City, while vhf requests came from KWWL, Waterloo, Ia., No. 7, and KVOL, Lafayette, La., No. 6. KVOL is 50% owned by publisher Morgan Murphy *(Daily Advertiser)*, who is already in for several other cities in which he has radio-newspaper interests. [For further details, see *TV Addenda 13-X* herewith; for listing of all applicants to date, see *TV Factbook No. 13* and Addenda to date.]

Now the "walkie-pushie"—a man-propelled mobile camera devised for Rose Bowl game by Jack Burrell, engineer for KNBH, Los Angeles. Camera is mounted on 4x6-ft. 3-wheel platform; power comes from 20 automobile batteries, produces signal receivable up to half mile. Big advantage is fact camera can be moved about field, unhampered by cables.

For "clear cut" test of Telemeter (coin-box) system of subscription TV, Paramount Pictures Corp.'s 50%-owned International Telemeter Corp. has asked Palm Springs, Cal. city council for permission to install $100,000 community-antenna system to pick up signals of all Los Angeles stations. Paramount v.p. Paul Raibourn says idea is to get an "isolated test without confusion and publicity." He doesn't disclose how experiment would be conducted—whether or where signal would be scrambled, what programs would be used, how much viewers would pay for what programs, etc. Speculation is that signal could be scrambled at Palm Springs receiving site, thus avoiding interruption to programs of Paramount's KTLA, Los Angeles, during regular viewing hours needed for tests. Paramount this week answered competitor Skiatron's request for late-run films to test Subscriber-Vision (Vol. 7:51) by saying Skiatron will get same treatment as Zenith did with its Phonevision tests (Vol. 6:22) as soon as it requests and gets FCC permission for home tests, and as soon as details of proposed experiment are clearly spelled out. Says Raibourn: "We're like FCC was when it authorized the Zenith tests. We don't want any impression given that we're endorsing the system."

Lashing National Football League's restrictions on TV-radio broadcasts of pro grid games as "patently illegal behavior," Justice Dept. attorneys filed brief in Philadelphia Federal Court Dec. 24, asking that NFL's motion to dismiss govt.'s injunction suit be denied (Vol. 7:41, 48-49). NFL's motion contended: (1) Pro football is not trade or commerce within meaning of Sherman Anti-trust Act. (2) TV-radio limitations don't deprive public of anything except seeing game on day of play, since game can be seen later on film and heard on recorded broadcasts. (3) Limited broadcasting isn't unreasonable restraint, since it's imposed only 12 days each year to protect goodwill and franchise of each club. Justice Dept. argued that NFL's TV-radio restrictions are "division of markets or territories" and "illegal per se." Federal Judge Allan K. Grim fixed Jan. 8 as date for argument on briefs.

Theatre-TV proponents are "one happy family" again. Twentieth-Century-Fox Dec. 26 filed reply with FCC endorsing joint comments of Motion Picture Assn., Theatre Owners of America and National Exhibitors Theatre-TV Committee in which they made it clear they want exclusive frequencies for theatre TV, are interested in shared industrial frequencies only as last resort (Vol. 7:50). Joint comments, filed Dec. 17, came in reply to Sept. 11 petition by 20th Century-Fox (Vol. 7:36) which enthusiastically advanced idea of joint use of industrial frequencies for theatre TV.

Paramount hearing will open Jan. 15 (Vol. 7:47) but recess until Feb. 4 after DuMont testimony—FCC and parties agreeing they need more time. Case involves, among other things, ABC-United Paramount Theatres merger and proposed $6,000,000 sale to CBS of UPT's WBKB, Chicago (Vol. 7:21).

Extra Copies of TV Factbook No. 14

Our semi-annual *TV Factbook No. 14* will be off the presses shortly after Jan. 15, 1952—containing directories and basic reference data about stations & networks (including rate schedules), manufacturers, program suppliers, FCC and others concerned with TV. One copy goes to each full-service subscriber. Extra copies will be available to subscribers at $2.50; if you place pre-print orders for quantities of 20 or more (i.e., before Jan. 7, 1952) we'll supply them at $1 per copy.

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